



# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

LBJ fills CPB board, names Pace chairman. p31  
TVB issues full rundown on TV's customers. p36  
1968 baseball rights rise to \$31.8 million. p40  
New FCC dispute develops from CARS ruling. p70

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NEWSPAPER

CONCORDIA COLLEGE  
C. B. YLIVISAKER LIB  
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We don't own  
the numbers game\*  
yet but we're  
working on it!

MONOPOLY® and the distinctive design of the game board are trademarks for the real estate trading game equipment of Parker Bros., Inc. © 1935, 1946, 1961, and are used by permission without endorsement of the advertised services.

\*ARB for October-November, 1967 gives WMAL the largest adult audience from 6:00 am to Midnight, ¼ hour average and cumulative, Sunday thru Saturday.

Mediastat coverage study for July, 1967 gives WMAL the largest audience come weekly. (You can check the others, too.)

Data used is subject to the limitations on accuracy inherent in the method of survey and should be considered estimates.

## wmal-radio

The Evening Star Broadcasting Co.

### WASHINGTON, D.C.

National Representatives: McGavren-Guild-PGW Radio, Inc.

# New Sources of Syndication

"...independent stations and groups have become centres of production and experiment..."

"...impressive vindication for the independents and smaller groups who've been miles ahead... in program development..."

"...the independents are in local and group production in a big way..."

VARIETY, February 7, 1968

The best of this independent product, available to o&o's, network affiliates and independent television stations, is produced by Metromedia Television, and distributed by



WOLPER TELEVISION SALES

The product:  
TRUTH OR CONSEQUENCES  
THE WOODY WOODBURY SHOW  
THE ALAN BURKE SHOW  
THE STEVE PAUL SCENE  
THE RAY CONNIFF CHRISTMAS SHOW

and  
THE NEW LES CRANE SHOW  
(to be released at the NAB Convention)



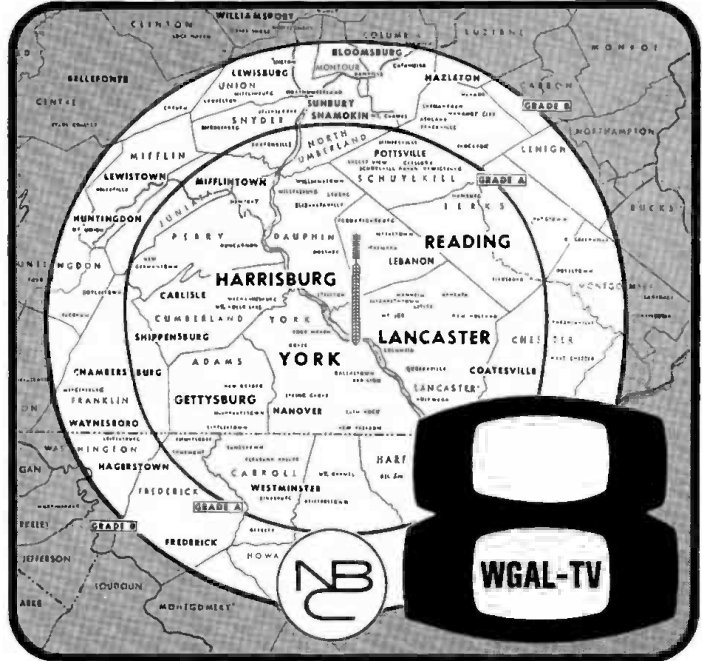
Turn on! Tune in!  
**13 NEWS**  
Weekdays/6 & 10 pm

Ward

Ammerman

Matching the young, dynamic spirit of Houston  
our great new NEWS TEAM is turning them on  
in greater numbers...and headed for the top!  
Check Blair for news of **KTRK-TV**. The  
Capital Cities Station of the great Southwest!

Representative: The MEEKER Company, Inc.  
New York • Chicago • Los Angeles • San Francisco



**LANCASTER, HARRISBURG,  
YORK, LEBANON  
IS ONE TV MARKET WITH  
WGAL-TV CHANNEL 8**

# **WGAL-TV**

## **Lancaster, Pa./Channel 8**

WGAL-TV successfully saturates this great, diversified area. And, its glowing color pictures include all-color local telecasts and NBC programs. Also 30%\* color penetration.

\*Based on Nov. 1967 ARB estimates for both metro area and ADI; subject to inherent limitations of sampling techniques and other qualifications issued by ARB, available upon request.

**STEINMAN TELEVISION STATIONS** • Clair McCollough, Pres.  
WGAL-TV Lancaster-Harrisburg-York-Lebanon, Pa. • WTEV Providence, R.I./New Bedford-Fall River, Mass. • KOAT-TV Albuquerque, N.M. • KVOA-TV Tucson, Ariz.

## Bulls are stirring

Signs that long dry spell may soon be broken are reported by TV network salesmen. At all three networks word is that sales for second quarter are running ahead (one said "tremendously" ahead) of pace at this time last year—and at this time last year pace was still good. One executive predicted all three networks would have prime time completely sold—and most would also be substantially sold out in daytime—in second quarter.

*Several possible reasons are assigned for apparent upturn. One with greatest long-range significance, if it proves out, is belief advertisers are getting over their jitters about national economy and looking to future with more confidence. It's also noted that spring quarter is natural season for new-product launchings and, since it's also re-run time on networks, rates are lower and advertisers can buy more units of time.*

## Pressure points

Commercial TV networks won't be pleased by two of 13 appointments to board of Corp. for Public Broadcasting announced over weekend (see page 31): Robert S. Benjamin, chairman of United Artists, and Jack Valenti, president of Motion Picture Association. Mr. Benjamin's law partner, Louis Nizer, who's president of UA, and Mr. Valenti have been urging Department of Justice to stop networks from getting into movie production. Their political weight won't be diminished by their selection to President Johnson's CPB board.

*There's informed speculation that President Johnson will amend his budgetary requests for public broadcasting to conform to authorizations in act passed last year. Act authorized \$9 million for Corp. for Public Broadcasting as fund to get it into operation, with further authorizations depending upon Congress's appraisal of how it worked. Mr. Johnson's budget message of few weeks ago proposed \$4 million for CPB for rest of fiscal 1968 (which ends next June 30) and \$20 million for fiscal 1969. If Mr. Johnson settles for \$9 million, experts say he'll probably get it. Advocates of public TV are urging that course (see page 32).*

## Digging in the past

Is House Communications Subcommittee trying to upset already approved and consummated sale of D. H.

# CLOSED CIRCUIT®

Overmyer UHF construction permits to AVC Corp.'s subsidiary, U. S. Communications Corp.? That appears goal of investigators checking New York sources, even though multi-million transaction was approved by FCC two months ago (BROADCASTING, Dec. 18, 1967).

*Approach seems to be that if Overmyer company didn't have available to it resources it claimed when it originally applied for five construction permits, then FCC issued original grants on erroneous information; that grants therefore could be voided and that, in final analysis, AVC had nothing that it could legally acquire.*

## Familiar face

J. Leonard Reinsch, president of Cox Broadcasting Corp., who has been directing head of last three Democratic conventions and broadcast coordinator since 1944, is operating at old stand again for party's 1968 convention in Chicago, opening Aug. 26. Although no formal announcement has been made, Mr. Reinsch for some months has consulted with Democratic committee chiefs and last week was in New York with networks' news heads to discuss their needs. Unlike three past conventions, he isn't handling housing or tickets but is coordinating platform and programing activity and liaison with media.

## Another runner

Roger W. Clipp, who retired last month as operating head of Triangle stations but continues as consultant until fall, intends to run for second two-year term as member of television board of National Association of Broadcasters. Other announced candidates for vacancies are Donald P. Campbell, WMAR-TV Baltimore, A. Louis Read, WDSU-TV New Orleans and Richard C. Block, vice president of Kaiser Broadcasting, UHF group owner. NAB regulations do not preclude other candidates from announcing any time prior to elections held at annual convention (1968 sessions in Chicago, March 31-April 3).

*Mr. Clipp formally retires from Triangle next September. What bearing that might have on completion of second two-year term on NAB presumably will depend upon his status at time as well as interpretation of rules.*

*Mr. Clipp plans to continue in consulting work and also hopes to acquire ownership of TV station.*

## Quota system

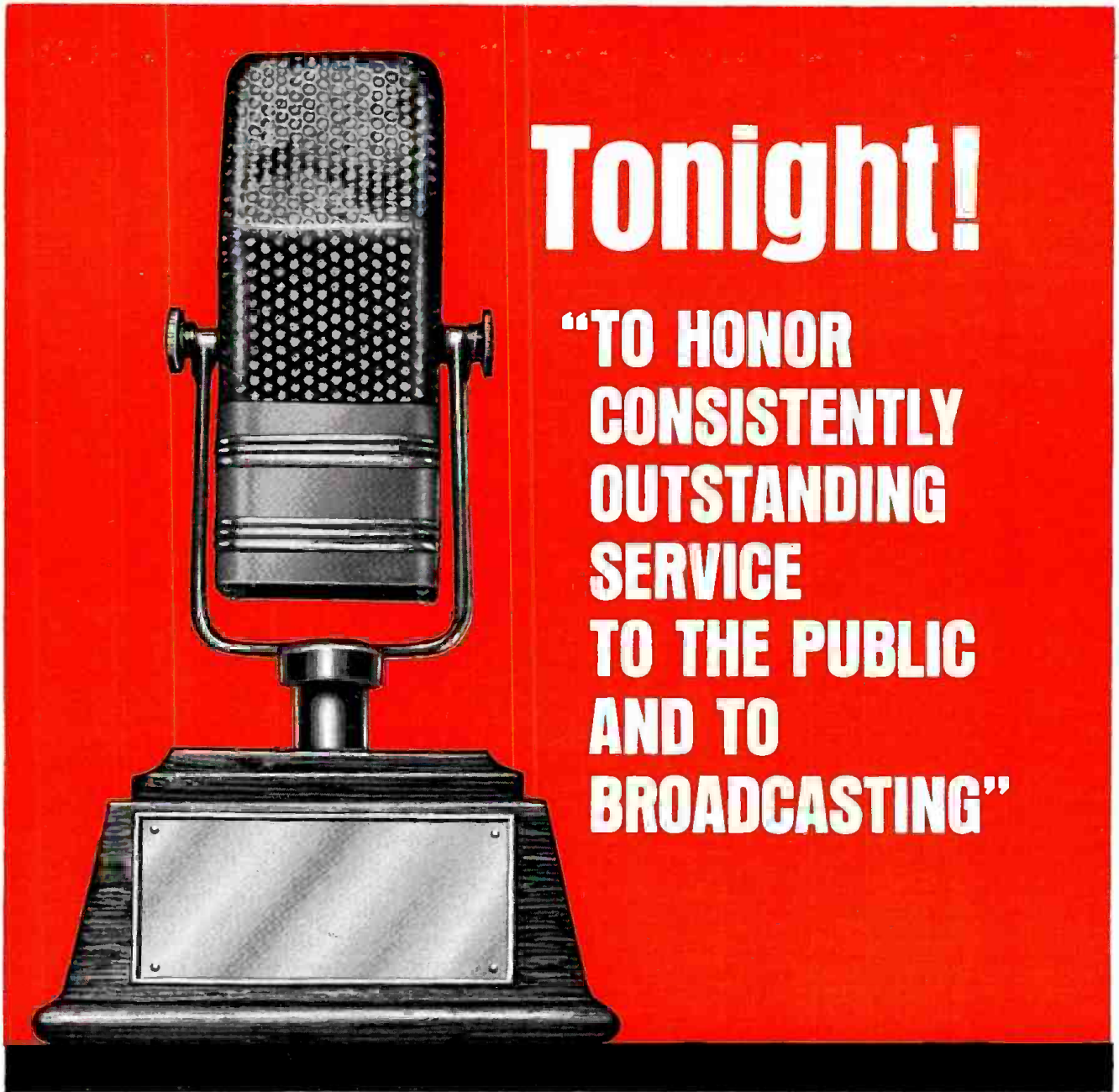
Now that FCC has dropped its multiple-ownership rulemaking (BROADCASTING, Feb. 12) it shortly is expected to act on companion proposal, so-called 1% rule which provides that if entity owns 1% or more in stock in another licensee company, it's charged to station quota limitations (maximum of seven AM's, FM's, TV's). There's staff proposal for raising limit to 7% or possibly 10%, but some commissioners are talking more conservatively to extent of about 3% being permissible without penalty. Issue arises largely because of institutional holdings in mutual funds and other trusts.

## Bush beater

Appointments of Charles S. Walsh to newly-created post of government liaison director of National Cable TV Association (see page 82) inaugurates intensified grass-roots effort by cable industry to muster support on Capitol Hill. Mr. Walsh, it's understood, will concentrate on state and regional CATV associations and individual cable owners to persuade them to contact their legislators on matters of interest to cable industry. Wally Briscoe, NCTA managing director, continues to be principal lobbyist on Hill.

## Night may fall

World Series in 1969 will probably be first to have at least one of its games played under lights. Although no definite deals have been made, it's learned that both pro baseball and NBC are considering making fourth contest of '69 series night game. Series that year will start on Saturday, with game Sunday, travel Monday, game Tuesday, and—probably—under lights on Wednesday. If one team is on verge of sweeping all four games, Wednesday-night contest could win largest sports audience on TV ever. Major league baseball reportedly is all for night series games: It would mean higher dollar for rights. NBC is cool to idea since series takes place just when new shows are being introduced. Network, it's said, will experiment in 1969.



# Tonight!

**“TO HONOR  
CONSISTENTLY  
OUTSTANDING  
SERVICE  
TO THE PUBLIC  
AND TO  
BROADCASTING”**

**Tonight** (Feb. 19) in New York we will become the eighth recipient of the cherished Mike Award—the first station to be so honored outside a select group of veteran 50,000 watt clear channel stations. □ This recognition is given annually by the Broadcast Pioneers to a long-established radio station that has consistently maintained an outstanding record of service to the public and to the broadcasting industry. □ The forerunner of WSPD began broadcasting on April 15, 1921. Six years later it came under the ownership of George B. Storer to form the cornerstone of the Storer Broadcasting Company. □ Through the years WSPD has actively practiced the well-known Storer standards of excellence in a constant effort to better inform, enlighten, entertain and motivate the people of Northwestern Ohio and Southern Michigan. □ We accept this valued award with a deep sense of pride for the achievement it symbolizes. This Mike Award will serve as a constant reminder of the great responsibility we bear as a strong and trusted voice in the greater Toledo area.



A STORER STATION

# WEEK IN BRIEF

LBJ picks skipper, full complement of directors for Corp. for Public Broadcasting. Frank Pace Jr. heads 15-man board. CPB is counting on \$2 million to start operations, but future financing is still up in the air. See . . .

## CPB CAPTAIN AND CREW . . . 31

Two educational broadcasting groups call for Congress to bypass President Johnson's budget recommendations for ETV, appropriate full funds set out in 1967 Public Broadcasting Act. See . . .

## FULL FUND . . . 32

Television Bureau of Advertising says 36 advertisers used network TV for first time in 1967 for a total 379 network TV clients for the year; top "new money" came from Trans World Airlines. See . . .

## FOCUS ON NETWORK TV'S . . . 36

Radio-TV rights for major-league baseball climb \$2.8 million higher than tab last season; cost to sponsors hits \$107 million; ratings show sport still musters healthy batting average. See . . .

## BASEBALL: \$31 MILLION . . . 40

FC takes tough new stance on its CATV rules, requires CATV's to accord local TV stations carriage, nonduplication protection, regardless whether stations put viewable signal in CATV community. See . . .

## FCC HONES RULES . . . 54

ABC Radio reveals top-dollar radio advertisers signed up for one or more of its four network services, says it's going to set up affiliates advisory board for each of those services. See . . .

## ABC RADIO PLANS . . . 58

Representative Staggers, House Commerce Committee chairman, takes FCC to task for abandoning proposed ownership limit on TV stations in top-50 markets, says FCC can expect "plenty of trouble." See . . .

## FCC REBUKED . . . 62

FCC order limiting new microwave common carriers proposing to serve CATV's to certain frequencies creates new controversy. Order effectively bars use of microwave for CATV-originated program transmission. See . . .

## NEW CARS DISPUTE . . . 70

FM operators as "last man in" will be responsible for eliminating interference they cause to TV reception, says FCC's field engineering bureau chief Curtis Plummer. See . . .

## INTERFERENCE CRACKDOWN . . . 73

CBS Inc. shows drop of 25% in consolidated net income for 1967, even though sales climbed more than \$19 million, an increase of 2.5% over 1966; "faltering economy" cited for the slump. See . . .

## CBS EARNINGS . . . 82

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## Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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SANDY ROBERTS, MISS TEENAGE AMERICA 1967, CROWNS MISS TEENAGE AMERICA FOR 1968, STEPHANIE CRANE.

## TRANSITION without TRANSITION

Though the crown adorns a different young lady, its significance remains constant. Miss Teenage America 1968 wears a crown conspicuous for its power . . . Selling power! *The most effective way to influence the youth market is through Teenagers and their families.* The nation's most efficient vehicle to sell teens and their families is the Miss Teenage America Teen Marketing Program.

Just one proof of this lies in the appeal of our national pageant (CBS-TV, Nov. 11) which captured a dramatic **43.2\* national audience share.**

You can put this power to work for your station, as a local pageant sponsor, or your product, as a National Sponsor.

Miss Teenage America power is *real*. It could be your **power for profit** in 1968.

Ask us . . . we'll show you how.

(\*Source A. C. Nielsen)



**MISS TEENAGE AMERICA®**

*marketing to teens...and their families*

TEEN AMERICA ASSOCIATES, INC., DRAWER L, UPTOWN STATION, NASHVILLE, TENNESSEE 37219. A SUBSIDIARY OF  BROADCASTING CORPORATION.



## UA raps grade B CATV exemption plan

United Artists told U. S. Supreme Court Friday (Feb. 16) that idea of exempting from copyright liability those CATV systems within grade B contour of TV stations is erroneous.

Service-area contours for TV stations, UA stated, were developed by FCC for administrative reasons and may be changed or abandoned whenever new or better theory comes along.

UA added that proposal that grade B contours be used to delineate between CATV liability and exemption because of FCC policy is not relevant. Commission's CATV policy, UA observed, is grounded on need "to alleviate the evils resulting from the nonenforcement of the very rights of copyright owners . . ."

And, UA added, FCC's policy on CATV was required "to lessen the competitive advantage that CATV has had over broadcasters."

Proposal that Supreme Court exempt from royalty payments those cable systems carrying local signals (using grade B contour to determine local stations) was made earlier by Solicitor General Erwin N. Griswold in *UA v Fortnightly* case to be argued March 12 (BROADCASTING, Feb. 5).

Idea that licensing of TV station by copyright holder implies license for CATV to carry program to its sub-

scribers is also in error, UA said. It is, company said, "a legal fiction to cloak what would be the bald establishment of an exception to the unqualified statutory rights of copyright owners, by the exercise of 'judicial flexibility.'"

Essentially, UA contended, CATV results in performance for profit of copyrighted work.

UA brief was filed by Louis Nizer, Gerald Meyer, Gerald F. Phillips, and Leonard S. Baum, New York lawyers, and Lawrence S. Lesser, Washington attorney.

## Needed study funds will be available

No figures were mentioned Friday (Feb. 16) but industry associations, already committed to protecting broadcasting spectrum from unnecessary intrusion, have pledged to come up with funds needed for study projects.

Group, which had organizational session last month (BROADCASTING, Jan. 15), took title of Spectrum Study Committee at Friday's Washington meeting.

Six associations are: National Association of Broadcasters, Association of Maximum Service Telecasters, National Association of Educational Broadcasters, All-Channel Television Society, Television Bureau of Advertising and Television Information Office.

SSC went over 15 general research areas and suggested which organizations should have primary responsibilities for which projects. Task of defining projects and refining what material is needed will now be put before researchers from trade groups.

Committee agreed that any study activity has to be pinpointed and precise, and only in that way can industry be expected to contribute needed funds.

NAB, at its January board meeting, left door open to ante up to \$100,000 for projects.

Steering committee, of one representative from each association, will oversee all study projects. Members of steering committee are: NAB, William Carlisle; AMST, Lester Lindow; NAEB, William Harley; ACTS, William Putnam; TVB, Norman (Pete) Cash; TIO, Roy Danish.

## 5 FM's get extended waivers

FCC has extended previously granted waivers of AM-FM nonduplication rule to five FM stations until end of their current license periods.

Stations are WFLN-FM and WRCP-FM, both Philadelphia; WGKA-FM Atlanta; WPIT-FM Pittsburgh, and WHOM-FM New York.

Nonduplication rule, which became effective for some stations Oct. 15, 1965, prohibits FM's in cities of more than 100,000 from duplicating more than 50% of weekly programming of their AM affiliates.

## Spelling out needs will help get cash

Educational TV stations should document their needs for programming dollars in preparation for anticipated funds from Corp. for Public Broadcasting. That's message Chalmers Marquis, executive director, Educational Television Stations Division of National Association of Educational Broadcasters, was to have delivered to Oregon Council for Public Broadcasting in Portland Saturday (Feb. 17).

Mr. Marquis urged stations to underscore need so both CPB and Congress will understand benefits that will come from additional funds. He said that over \$25 million per year is now required.

## Arvin shows new home video-tape recorder

Arvin Industries, Columbus, Ind., has unveiled color video-tape recorder for home use which spokesman said Friday (Feb. 16) would retail "at between \$1,-

### 36-23-34 on any dial

Television's role in promoting beauty contests has been incalculable. Witness: Miss America, Miss Universe, Miss World, Miss Teen-Age America. Until now radio has taken back seat in beauty business, but at National Association of Broadcasters convention in Chicago on April 2, medium will get its own beauty queen.

Chris Noel, 36-23-34 Hollywood starlet and hostess of daily *Date with Chris* on Armed Forces Radio Service, will be crowned Miss National Radio Month. In what has to be one of his more pleasant jobs at convention, NAB President Vincent Wasilewski will do crowning.

### Another Dingell bill

Latest in series of communications bills to be submitted by Representative John Dingell (D-Mich.) came to light Friday (Feb. 16). Referred to government operations committee, measure would cut FCC loose from Budget Bureau, leave agency beholden only to Congress for appropriations.

Mr. Dingell sees move as important and feasible reform, giving agency more independence from executive branch. Power lost there would be shifted to Hill, but Mr. Dingell and many others on Commerce Committee feel FCC is wholly creation of Congress, anyway.

## WEEK'S HEADLINERS



Mr. Nathan

Wynn Nathan, general sales manager of Wolper Television Sales for past year, elected VP in charge of syndication for company. Mr. Nathan earlier had been VP in charge of sales and head of syndication division of MCA TV, VP in charge of sales for United Television programs, president and founder of TV Market-ers Inc., and VP and director of sales for Comet Film Distributors Inc.



Mr. Sigman

Lloyd C. Sigman, executive VP of Golden West Broadcasters (KSFO San Francisco; KMPC Los Angeles; KVI Seattle - Tacoma, Wash.; KEX Portland, Ore., and KTLA[TV] Los Angeles), with overall station man-

agement responsibilities, now will concentrate on corporate planning and financing. William D. Shaw, VP of GWB and general manager of KSPD, appointed VP and general manager of station group's radio division. Stanley L. Spero, VP in charge of sales for KMPC, appointed VP and general manager of Los Angeles-based station. Gene Autry, chairman of board of GWB, and Robert O. Reynolds, president, maintain their positions. Mr. Shaw will continue to be based in San Francisco and will report directly to Mr. Autry.



Mr. Spero



Mr. Shaw

Edward M. Cramer, 42, New York attorney long associated with Broadcast Music Inc., named president of BMI succeeding Robert B. Sour, who

will become vice chairman of board and remain active in BMI operations (see page 80).



Mr. Codel

Edward Codel, senior VP of The Katz Agency, New York, and with rep firm for 21 years, retires July 4. Mr. Codel launched Katz TV division in 1947, was elected to company's board of directors in 1951 and VP

in 1953. He served two terms as president of Station Representatives Association. He will continue as consultant and member of board of directors for Katz as well as participate in education and public affairs.

Richard W. Bowman, executive director at McCann-Erickson, New York, named president of The Marschalk Co., that city, replacing F. William Free, who leaves to form his own agency. Both McCann-Erickson and Marschalk are subsidiaries of the Interpublic Group of Companies Inc.

### For other personnel changes of week see FATES & FORTUNES

200 and \$1,500 once it's in mass production," which they said would be late next year or early in 1970.

Unit records length-wise on 10-track, half-inch, video tape at 160 inches per second. Tape reverses at end of each track, creating one-second interruption each time on playback. Development model used 10-inch cartridge of 3,600 feet to record 30 minutes. Industry sources speculated such reels would cost more than \$60 each and questioned reliability of speed—and reversal of tape—at 160 ips.

## 2 waivers approved, 1 is denied by FCC

FCC has waived distant-signal rule for CATV systems in Monmouth and Kewanee, both Illinois, but denied request for waiver of same rule filed by system in Clinton, Iowa.

Northwest Illinois TV Cable Co., of Monmouth, will import distant signals of Davenport, Iowa; Chicago; St. Louis, and Indianapolis. Kewanee Perfect Picture TV Inc., of Kewanee, will import distant signals of Chicago stations.

Clinton TV Cable Co., of Clinton,

will have to undergo hearing in effort to obtain permission to import distant signals of Davenport, St. Louis, Chicago and Indianapolis.

Commission expressed concern over possibility that Clinton service would add to cumulative impact on television in area. Clinton is closer to major Quad City area (Davenport; Rock Island-Mo-

line-Galesburg, all Illinois), and is larger than other communities involved.

In another CATV matter Friday (Feb. 16), commission directed Athens TV Cable of Alabama Inc., which operates CATV in Athens, Ala., to show cause why it should not be ordered to stop violating nonduplication rule. Station involved is WHNT-TV Huntsville, Ala.

### More report support

American Bar Association board of governors Friday (Feb. 16) approved Reardon Report which seeks to tighten canons on criminal trial news coverage. ABA board, however, did not give any opinion about proposals to defer report because it didn't wish to prejudice case of news media which is to be argued today (Feb. 19) before ABA house of delegates (see page 76). House vote is final action necessary to dispose of Reardon Report, adopting, amending, rejecting or deferring it pending further study.

## Filmways diversifying through acquisitions

Filmways Inc., Hollywood, has agreed to acquire Teen-Age Fair Inc., producer of attractions for youth market, and Spectacle Productions, it was reported Friday (Feb. 16). Purchase of these companies, both located in Hollywood, will be accomplished through allocation of undisclosed number of Filmways common shares to Al Burton, Bart Ross and Frank K. Danzig, who own enterprises.

Filmways is also understood to have agreed to purchase Broadcast Electronics Inc., Silver Spring, Md., manufacturer of Spotmaster tape cartridge machines.

A meter so sensitive  
there's no such thing as silence

# NOW YOU CAN HEAR A PIN DROP!

Our wide-range program monitor  
measures the drop of a pin as  
precisely as the beat of a drum.

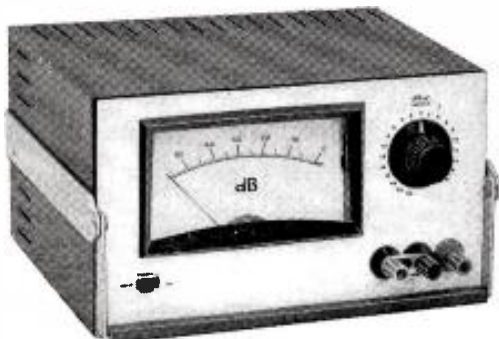
Here's an instrument so sensitive it measures levels accurately across a 60 decibel range. And does it without range switching.

Mighty versatile, too. Uses? Many. *For broadcasting:* Checks signal-to-noise ratio. Monitors live programs or off-air signal. Continually monitors noise and cross-talk levels on stereo and SCA channels. *For remote network and studio transmitter links:* Measures hum, crosstalk and noise levels during program pauses. *For recording:* Monitors full program dynamic range and noise levels during tape, disc or optical recording. *For acoustical engineering:* Measures ambient noise and reverberation levels — checks out crossover and equalizer networks. And it also has an auxiliary output for chart recorders.

You'd expect this remarkable instrument to cost a fortune. But it doesn't. Portable model shown priced at only \$305. (\$345 with rack mounting enclosure).

Give it a trial run yourself. No obligation. Install it and put it to work. You'll find it the best analytical instrument in the business. We guarantee it. Unconditionally!

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THE "5 CONTINENTS  
TROPHY" FOR CINEMA FILMS

The International Film, TVfilm and Documentary Market (MIFED) will hold its seventeenth Cine-Meeting from 18 to 25 April 1968. This Film Market is reserved solely for producers, renters and distributors of feature and documentary films for cinema and TV presentation. MIFED has twenty projection studios fully equipped for every requirement: ten for cinema films and ten for telefilms. Its Club premises, which provide all necessary facilities and services, are among the most elegant and attractive of their kind in Europe. For clients who are unable to attend the whole Spring Cine-Meeting there is a special assistance bureau which undertakes to represent their interests.

2 GRAND AWARDS  
FOR TELEFILMS



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**Broadcasting**  
THE BUSINESS WEEKLY OF TELEVISION AND RADIO

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- 1968 RAB REGIONAL SALES CLINICS
- Feb. 27—Cleveland, Holiday Inn—airport.
  - Feb. 29—Richmond, Va., Holiday Inn—central.
  - March 20—San Francisco, Hyatt House—Burlingame.
  - March 21—Seattle, Hyatt House—airport.
  - April 25—Minneapolis, Holiday Inn—airport.
  - May 21—Kansas City, Mo., Sheraton Motor Inn.
  - May 23—Chicago, Sheraton Chicago.
  - June 4—Boston, Somerset Hotel.
  - June 6—Philadelphia, Sheraton Philadelphia.
  - June 14—Little Rock, Ark., Marion hotel.

draw, NBC News. Waldorf-Astoria hotel, New York.

March 14-15—Annual spring meeting of Arkansas Broadcasters Association. Holiday Inn, North Little Rock.

March 15—Annual Spring Meeting of Indiana Broadcasters Association. Stouffer's Inn, Indianapolis.

March 15—Deadline for entries in Alpha Epsilon Rho (national honorary radio-television fraternity) production awards competition for standard-length films; fiction and documentary. Programs must be student produced and directed but need not be student written or conceived. File entries with: Jeff Greenhawt, production awards chairman, Emerson College, 130 Beacon Street, Boston.

March 16—Annual Alabama AP Broadcasters Association seminar and awards banquet. Birmingham.

March 17-20—National Association of Educational Broadcasters Educational Broadcasting Institute. Hotel Sir Walter, Raleigh, N. C.

March 18-19—Spring convention, Pacific Northwest Community Television Association. Ridpath hotel, Spokane, Wash.

March 18-23—1968 International Convention and Exhibition of the Institute of Electrical and Electronics Engineers. New York Hilton hotel and the Coliseum, New York.

March 20-22—State Educational Television Authority meeting. Hotel Americana, Washington.

March 20-23—Annual West Coast meeting of Association of National Advertisers. Del Monte Lodge, Pebble Beach, Calif.

March 21-27—Fifth Hollywood Festival of World Television. Los Angeles.

March 22—Newsmaker luncheon sponsored by the International Radio and Television Society. Winners of the International Broadcasting Awards competition will be presented. Waldorf-Astoria hotel, New York.

March 23—Georgia AP Broadcasters Association annual awards banquet and news clinic. Regency Hyatt House, Atlanta.

March 23-24—Annual meeting of Louisiana. UPI Broadcasters Association. Downtowner hotel, New Orleans.

March 24-26—Spring meeting, Southern CATV Association, Callaway Gardens, Atlanta.

March 25—New deadline for filing comments on FCC's proposed rulemaking that would permit standard broadcast stations operated by remote control to transmit telemetry signals by intermittent subsonic tones.

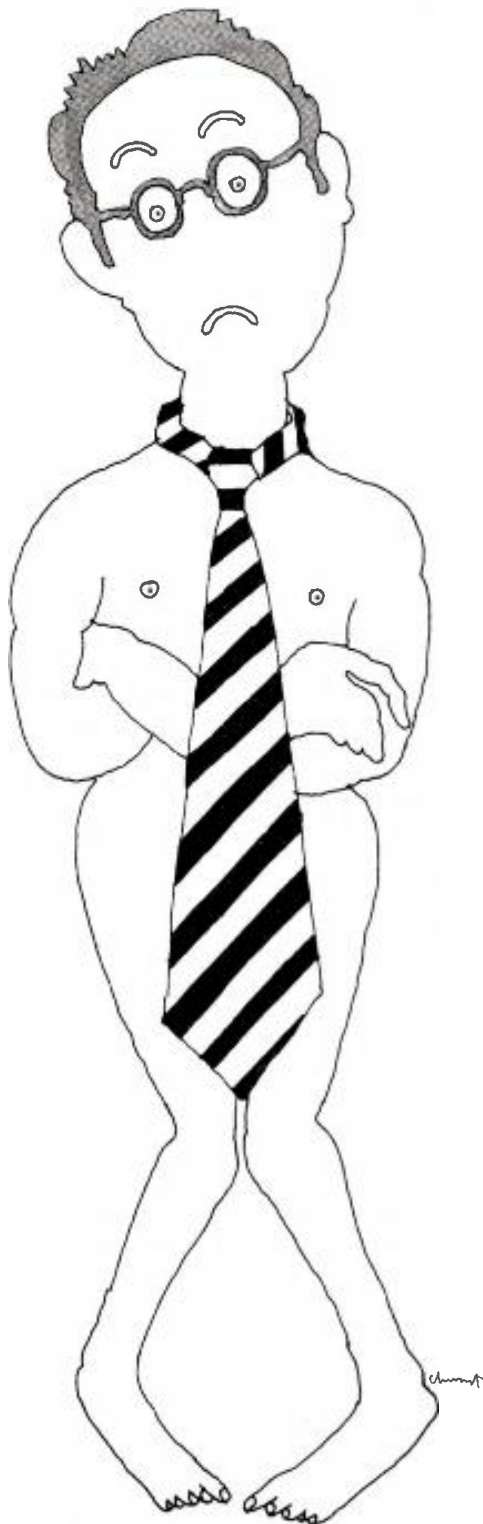
March 28-29—Annual meeting of affiliates of NBC-TV New York.

March 28-29—Conference on x-radiation measurement standards and instrumentation, sponsored by U. S. Public Health Service and Electronic Industries Association. Principal speakers: James G. Terrill Jr., director, National Center for Radiological Health, PHS, and Robert W. Galvin, chairman.

■ Indicates first or revised listing.

## REP TIES DON'T MAKE AN OUTFIT

Or do they? Last year, a disappointing year, the 12 stations below all showed increased spot sales. Every one of these stations is repped by Metro TV Sales. Could be our shorter list. Could be our greater manpower per station. Could be coincidence. Could be you'd like to discuss your needs. Everybody likes to be with the winners.



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A DIVISION OF METROMEDIA, INC., NEW YORK, CHICAGO, SAN FRANCISCO, LOS ANGELES, ST. LOUIS, PHILADELPHIA, DETROIT, ATLANTA.

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for syndication  
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# THE **ba**

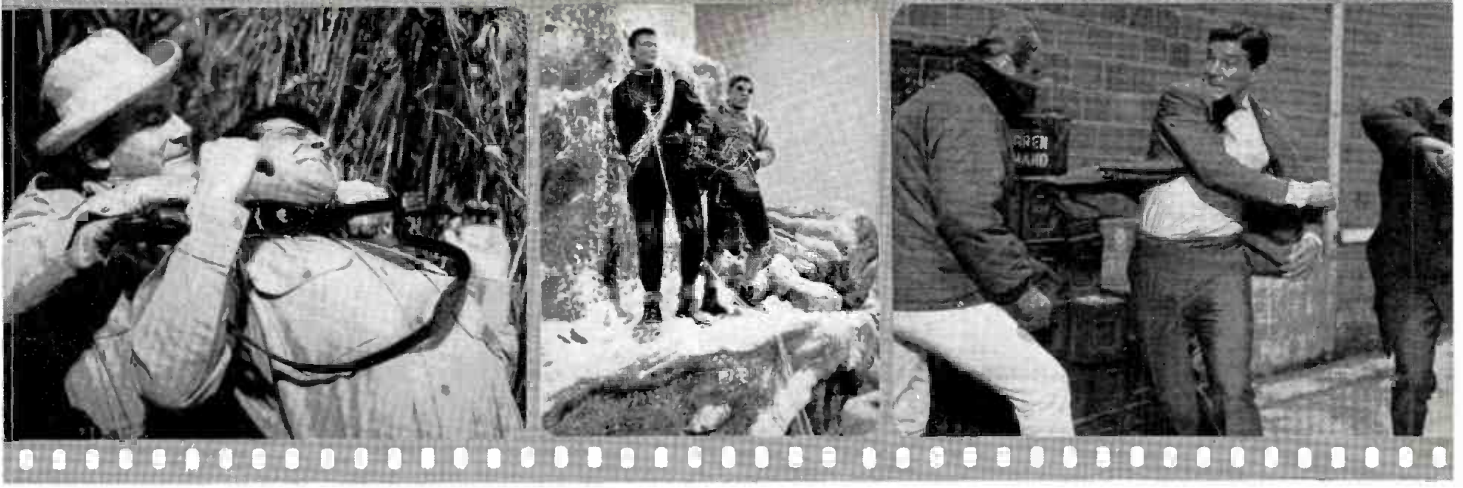
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THE NOSE!  
I'LL SUE  
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Motorola Inc., Department of Health, Education and Welfare, Washington.

■March 28-29—19th annual Atlanta Advertising Institute, sponsored by Atlanta Advertising Club and Southeast Council of American Association of Advertising Agencies, on theme "Communications in the Seventies." Annual advertising awards competition winners within seventh district of American Advertising Federation will be announced. In conjunction with Advertising Institute, southeast council of AAAA will hold annual meeting and election of officers. Regency-Hyatt House. Atlanta.

■March 29—Seminar, sponsored by Broadcast Advertising Club of Chicago, to discuss promises and problems of communications explosion. Speakers will include: Dr. Joseph Charyk, president, Comsat Corp.; FCC Commissioner Lee Loevinger; Frederick W. Ford, president, NCTA; Chet Huntley, NBC-TV; Walker Standback, executive director, Consumers Union; Paul Knaplund, vice president, IBM; Dr. Nelson Foote, vice president, General Electric; James Robertson of University of Wisconsin, president, NAEB; Newton N. Minow, Chicago attorney and former FCC chairman, and James E. Greeley, Washington attorney. Registration is limited to 700. Sheraton-Chicago, Chicago.

March 29-31—29th national convention of Intercollegiate Broadcasting System. Palmer House, Chicago.

March 29-31 — Annual convention of National Association of FM Broadcasters, Palmer House, Chicago.

■March 31—Annual meeting of Society of Broadcast Engineers. Conrad Hilton, Chicago.

March 31-April 3—Annual convention of the National Association of Broadcasters. Conrad Hilton hotel, Chicago.

### APRIL

■April 1—Deadline for applications for H. V. Kaltenborn radio-television scholarship, sponsored by University of Wisconsin Board of Regents. Applicants send transcript of all college-level credits; letter of application presenting interests, experience and ambitions, and three supporting letters to Harold B. McCarty, University Extension, 606 State St., Madison, Wis. 53706.

April 1—Deadline for entries in American Bar Association annual Gavel awards competition which includes radio-TV. Address: Committee on Gavel awards, 1155 East 60th St., Chicago 60637.

April 1-2—Eighth annual Washington conference on business-government relations sponsored by The American University. Shoreham hotel, Washington. For further information write Robert W. Miller, director, business-government relations program, school of business administration, The American University, Massachusetts & Nebraska Avenues N.W., Washington 20016.

April 2—Annual membership meeting of Association of Maximum Service Telecasters. Conrad Hilton, Chicago.

April 3-7—Third semi-annual conference of members of the Intermarket Association of Advertising Agencies. El Matador hotel, Palm Springs, Calif.

April 4—Awards presentation in the fourth annual competition for the ANDY awards, given by the Advertising Club of New York for advertising creativity. New York Hilton hotel, New York.

April 4-5—Region II conference of the National Association of Educational Broadcasters. Atlanta Cabana hotel/motel, Atlanta. Inquiries regarding the session should be sent to Louis Penev, Georgia ETV Network, State Office Building, Atlanta 30334.

April 5—Deadline for filing reply comments on FCC's proposed rulemaking that would permit standard broadcast stations operated by remote control to transmit telemetry signals by intermittent subsonic tones.

April 5-6—Annual Spring meeting of In-

diana AP Broadcasters Association. Hall State University, Muncie.

■April 7-10—National Association of Educational Broadcasters Educational Broadcasting Institute. Purdue University, West Lafayette, Ind.

April 8—Tenth annual Broadcasting Day, co-sponsored by Florida Association of Broadcasters and University of Florida. Speakers include Red Barber, sportscaster. University campus, Gainesville.

■April 8-13—Atlanta International Film Festival, sponsored by Eastern Airlines, Eastman Kodak and Atlanta film-production firm Cinema East. Awards will be given for features, documentaries, short subjects, TV commercials and experimental films, Roxy theater, Atlanta.

April 16—Deadline for filing reply comments on FCC's proposed rulemaking to specify, in lieu of the existing MEOV concept, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours in the standard broadcast service.

April 16—Newsmaker luncheon sponsored by the International Radio and Television Society. Waldorf-Astoria hotel, New York.

April 16-19—18th annual broadcast industry conference sponsored by San Francisco State College. Broadcast media awards are voted to entries of unusual merit in both radio and television. Categories include local news, information and documentary programs, special events, station editorials, instructional programs and entertainment. Both commercial and educational stations are eligible in the competition. San Francisco State College, San Francisco. Inquiries about entry details should be addressed to Professor Benjamin Draper, radio-TV-film department, San Francisco State College, San Francisco 94132.

April 18-20—Annual spring convention of Oregon Association of Broadcasters. Thunderbird motel, Eugene.

■April 21—National Association of Educational Broadcasters Educational Television Stations Division meeting. Statler Hilton, New York.

■April 22-26—Eighth annual TV newsmen workshop co-sponsored by National Press Photographers Assn., U. S. Defense Dept. and University of Oklahoma, Center for continuing education, Norman, Okla. Contact: Ernie Crisp, WFBN-TV Indianapolis.

April 21-22—Annual spring convention of Texas Association of Broadcasters. Flagship hotel, Galveston.

April 23-25—Annual conference, Petroleum Industry Electrical Association. Among speakers is Frederick W. Ford, president of the National Cable TV Association, who will speak on "Tomorrow's Technology Today." Galveston, Tex.

April 24-27—National convention of Alpha Epsilon Rho, national honorary radio-television fraternity. Tulsa, Okla.

April 25-27—Annual convention. Texas CATV Association. Marriott motor hotel, Dallas.

April 26-28—Meeting of Pennsylvania AP Broadcasters. George Washington Motor Lodge, Allentown.

April 28-30—Annual meeting of affiliates of ABC-TV. Los Angeles.

April 28-30—Meeting of the board of directors of the American Women in Radio and Television. Century Plaza hotel, Los Angeles.

### MAY

May 1-5—Seventeenth annual convention of the American Women in Radio and Television. Century Plaza hotel, Los Angeles.

■Indicates first or revised listing.





**For thousands, Martha's Vineyard is an exclusive summer resort.  
For 103, it's the poorest community in Massachusetts.**

Terry Carter has spent a lot of time on the wrong side of the tracks in Massachusetts.

As a reporter for Group W station WBZ-TV in Boston, part of his beat is the poverty program. It's taken him through some of the worst sections of the state.

But one day, while reading a routine report, he found a reference to people he'd never even heard of.

The Gay Head Indians of Martha's Vineyard.

By asking a few questions, he found that they're the oldest community in Massachusetts. And the poorest. But nobody seemed to know much more than that.

Terry decided to find out about these people. But getting to interview them wasn't easy. What they lack in wealth, they make up for in pride. But Terry persisted, and was finally given permission.

He found that the Gay Head Indians make most of their money fishing for scallops. But good scallop fishing only lasts about two weeks a year.

The only other source of income is the trinkets they sell to the summer people. But Terry saw the humiliation of

proud people having to sell trinkets to feed their children.

The Gay Head Indians are fighting for survival. There are only 103 left. Only 8 children in the school house.

Terry Carter put together a news story he hoped would bring their struggle to light. He filmed Martha's Vineyard not as a summer playground, but as the barren winter home of a tribe of Indians fighting for survival.

And this is how the WBZ-TV audience saw it. It wasn't long before the first offers of help began arriving.

We like to think of Terry Carter as a typical Group W reporter. And we like to think of this story as typical of the way any one of our newsmen at any one of our 12 stations handles an assignment.

When we give a man a beat, we expect him to get involved. To become a part of it.

And then, like Terry Carter, he may even find the story nobody knew was there.



BOSTON WBZ - WBZ-TV  
NEW YORK WINS  
PHILADELPHIA KYW - KYW-TV  
BALTIMORE WJZ-TV  
PITTSBURGH KDKA - KOKA-TV  
FORT WAYNE WWOV  
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LOS ANGELES KFWB

WESTINGHOUSE BROADCASTING COMPANY



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Advanced equipment and new techniques provide greater customer benefits. That's the key to these superior products from Visual Electronics Corporation. State-of-the-art electronics help assure absolute top performance with greater simplicity. Incorporation of integrated circuitry, new components and new techniques not previously available give Visual's advanced equipment that extra edge in reliability and economy.

Bringing advanced engineering concepts to practical reality are these latest additions to the Blue Ribbon Line, shown above. These include Visual's: *Color Video Disc Recorder*, for full-color slow motion and stop-action playback; *Digital Sync Generator*, the first to bring digital techniques to color sync; *Model 990 Display Control Unit*, affording instantaneous digital-to-video character conversion; and *High Band Color VTR's*, the complete line of precision video tape recording equipment . . . plus many more products to follow.



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Mr. Lawrence Welk

Learn the seven warning signals of cancer. You'll be in good company.

1. Unusual bleeding or discharge.
2. A lump or thickening in the breast or elsewhere.
3. A sore that does not heal.
4. Change in bowel or bladder habits.
5. Hoarseness or cough.
6. Indigestion or difficulty in swallowing.
7. Change in a wart or mole.

If a signal lasts longer than two weeks, see your doctor without delay.

It makes sense to know the seven warning signals of cancer.

It makes sense to give to the American Cancer Society.

## OPEN MIKE®

### Cartoon is close to truth

EDITOR: After seeing the cartoon by Mr. Hix in the Jan. 15 BROADCASTING, the thought occurred to me that the original of the cartoon should really be hung in only one place—the office of William Toth, director of safety information and education, New York University.

Back in the days of the old *Home* show on NBC-TV, Mr. Toth was invited to appear on the show doing a bit on safety. The segment involved, if I remember correctly, Mr. Toth driving down the street on which the studio was located, parking and walking into the building. Cameras were to follow this action and, of course, safe driving, parking and exiting from the automobile were to be stressed. Everything went beautifully and on schedule until Mr. Toth left his vehicle when a patrolman



Drawn for BROADCASTING by Sid Hix  
 "I was headed for your studio to give a talk on safe driving!"

on duty arrived and proceeded to hand him a ticket for driving down a one-way street the wrong way.

It seems as though everyone had been thoroughly briefed except the officer who made out the ticket. Needless to say, Mr. Toth's appearance in court was accompanied by the largest battery of lawyers . . . ever seen for such an offense. But on TV millions of viewers were treated to live, live coverage.

I am sure that Sid Hix's cartoon would bring back one of Mr. Toth's career highlights.—Pete Katz, broadcast operations manager, Leo Burnett Co., Chicago.

(The original has been forwarded.)

### Hearing from friends

EDITOR: Thank you for the opportunity to write a Monday Memo (BROADCASTING, Feb. 5). I've had many calls from friends around the country about it. You certainly have wide readership. . . .  
 —Allan A. Swenson, president, Armstrong Associates Inc., New York.

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THE BUSINESSWITNESS OF TELEVISION AND RADIO

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ASSISTANT PUBLISHER  
 Lawrence B. Talshoff

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®Reg. U. S. Patent Office  
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## The Gemini astronauts went through some of the same training as our reporter.

The centrifuge at Houston is one of the tests a man must pass before he can be shot into space.

It gives him a taste of what it's like to leave the earth at 17,500 miles an hour.

Very few civilians get to work out with that kind of equipment. Jim Slade of WIND Radio in Chicago is one of the few who does.

Jim has been training with aerospace equipment since the early days of the Mercury flights.

To him, it seemed the most logical way to cover the space program.

His logic has paid off consistently.

For instance, there was the time Gemini 6 failed to lift off after countdown. Millions of people across the country waited to find out what was happening. Jim Slade's audience didn't have to wait.

They never have to. Jim knows and understands nearly every function of every NASA rocket. He can brief his audience on what to expect. And explain

what's going on when the unexpected happens.

Over the years Jim has put in a lot of extra time studying space and aeronautics. Today, he is known in the broadcasting industry as one of the top newscasters covering the space program.

But even more important, he is known to his audience as someone who can explain the most complex technical situations quickly. In plain understandable English.

It is very tempting at this point for us to categorize Jim Slade as a typical WIND Radio reporter. But in truth, he's unique.

Quite frankly, few people on our news staff have to go through as rough a physical ordeal to become as proficient at covering their regular newsbeats.

But, aerospace training aside, there is one thing about Jim Slade we can call typical.

His attitude.

**WIND RADIO** GROUP  
**560 W**  
WESTINGHOUSE BROADCASTING COMPANY



Telephoto camera destroyed by lightning.

UPR106

(U-P-I BROADCAST SPECIAL)

-0-

THE PHILADELPHIA PHILOSOPHER HAS PUT TOGETHER A KEY AND A KITE TO ADD ONE MORE KNOT TO HIS STRING OF ECCENTRIC AND FASCINATING DISCOVERIES.

WE SPEAK ABOUT BENJAMIN FRANKLIN -- KNOWN THROUGHOUT THE COLONIES FOR THE CURIOSITY OF HIS MIND... HIS MORAL PRECEPTS... AND HIS BENEFITS TO MAN.

ADVICES NOW REACHING US FROM PHILADELPHIA PORT TELL OF A STARTLING OCCURRENCE THIS MORNING. FROM HIS ACTIONS THIS DAY, MR. FRANKLIN HOPES TO DEVELOP A DEVICE TO PROTECT THE FARMER, THE COTTER, THE HOUSEHOLDER FROM THAT DREAD TRAGEDY ALL TOO COMMON -- FIRE CAUSED BY LIGHTNING.

FRANKLIN HAD COME TO THE CONCLUSION THAT THE BOLT FROM HEAVEN IS A FORM OF "ELECTRICITY," THAT LITTLE KNOWN PHENOMENON SO RECENTLY UNDER INVESTIGATION BY THE LEARNED.

NEAR PHILADELPHIA, FRANKLIN FLEW A KITE INTO AN ELECTRICAL STORM. AT THE BOTTOM OF THE KITE'S STRING HE ATTACHED A DOOR KEY. THEN... CONFIRMING HIS SUSPICIONS... THE KITE DREW ELECTRICITY FROM THE THUNDER CLOUD.

AS WATER FLOWS IN A STREAM BED, THE STORM POWER FLOWED DOWN THE KITE STRING. EYEWITNESSES REPORT THAT AS CITIZEN FRANKLIN REACHED HIS HAND TOWARD THE KEY, A SPARK JUMPED... AND FRANKLIN HIMSELF SAYS HE "FELT A TICKLE."

-0-

FLYING OF THE KITE WHILE LIGHTNING PLAYED CAUSED GREAT WONDERMENT AMONG THE FARMERS THEREABOUTS. ONE, SETH PAYNE, ONCE SAW SOME OF HIS BEASTS KILLED BY A STROKE OF LIGHTNING AS THEY STOOD BENEATH AN OAK TREE.

SAYS PAYNE OF FRANKLIN -- "IN MY OPINION HE WAS FAIR ASKIN' FOR SAME."

(AUDIO CUT 71)

-0-

CONVERSATION WITH OUR PHILADELPHIA CORRESPONDENT DISMISSED THE IDEA THAT FRANKLIN'S ACTION WAS EITHER HEROIC IN ANY SPECIAL WAY... OR IN THE REVERSE, IN ANY WAY ESPECIALLY STUPID. IT WAS, FRANKLIN SAYS, A "PHILOSOPHICAL EXPERIMENT."

(AUDIO CUT 67)

-0-

THE EXPERIMENT CONFIRMED HIS NOTION THAT LIGHTNING IS ELECTRICITY. FRANKLIN SAYS HOUSES, BARNs, CHURCHES AND OTHER STRUCTURES CAN BE PROTECTED FROM THE DREADFUL EFFECTS OF THIS LIGHTNING BY MEANS OF A DEVICE HE CALLS A "LIGHTNING ROD."

(AUDIO CUT 70)

-0-

NOT ONLY SUCH AS FARMER PAYNE, BUT ALSO THE LEARNED OF PHILADELPHIA QUESTION WHETHER MR. FRANKLIN WAS MORE THAN FOOLHARDY IN HIS EXPERIMENTING.

FOR IT IS FELT THROUGHOUT THE COLONIES... NOT ONLY IN HIS OWN PENNSYLVANIA... THAT DWELLERS OF THIS LAND CAN LITTLE AFFORD TO LOSE HIS INTELLECT TO ELECTRIC THUNDERCLOUDS. NOT WITH OTHER STORMS OF AN ALARMING NATURE APPROACHING ON THE POLITICAL HORIZON.

-0-

(TOM MCGANN)

FK559PCDT6/13

UPR107

AUDIO ADVISORY

SUGGESTED CUTS FOR USE WITH FRANKLIN BROADCAST SPECIAL:

67. :35 A-PHILADELPHIA (BENJAMIN FRANKLIN W/REPORTER CLAUD GIRARD)  
ANSWERS QUESTION ON DANGERS OF EXPERIMENT (X X X NOT AT ALL).
70. :40 A-PHILADELPHIA (FRANKLIN) EXPLAINS EFFECT OF LIGHTNING ROD  
(X X X HARMLESSLY INTO THE GROUND.)
71. :20 A-PHILADELPHIA (SETH PAYNE, EYEWITNESS TO FRANKLIN EXPERIMENT)  
DESCRIBES KITE FLYING AND LIGHTNING (X X X FAIR THUNDERSTRUCK).

FK601PCDT6/13

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United Press International  
220 East 42nd Street, New York, N.Y. 10017  
212 MU 2-0400

## The Netherlands' commercial TV: a progress report

Dutch television commercials have just celebrated their first legal anniversary on the air. The Netherlands advertisers now look upon 1967 as a year of both discovery and change.

On Jan. 2, 1967, after more than six years of writing, deliberations and discussions on the pros and cons of the legal transmission of television commercials, the Dutch government gave the official go-ahead for commercial appearances on a limited basis. For the past 12 months, the Dutch people have been able to view television commercials five times a night, six days a week—but never on Sunday. Saturday is a bonus day with two extra commercial broadcasts in the midafternoon for interested viewers.

Stringent regulations have provided for a maximum of 12 minutes of commercial advertising per weekday, 20 minutes on Saturday, for a total advertising sponsorship time of 80 minutes a week. That's quite a change from American television commercial practices.

This does not mean that the Dutch have not been confronted by television commercials before. Quite the contrary. But previous to January 1967 such advertising had been illegally transmitted.

**Pirate Opens Boom** ■ Responsible for this activity was a Dutch Netherlands business combine that constructed a well-appointed drilling platform in the middle of the North Sea. It served as an island for transmitting television and radio broadcasts and commercials. Only part of the Dutch population was able to receive the TV broadcasts because they required special receiving equipment.

But the transmitter—called R.E.M.—was so popular that thousands of citizens purchased special antennas. This enthusiasm so distressed the Dutch government that it sent a destroyer to the R.E.M. and had it locked and sealed and left to its lonely fate in the sun, sea, rain, wind and water.

Currently about 78% of the Dutch population, or 2.5 million families, own a television set. All sets are equipped to receive the major channel, Netherlands I (VHF), but the second channel, Netherlands II (UHF), is picked up by only 77% of all sets.

All Dutch television commercials are compressed into four-minute segments that accompany the evening news broadcasts, from 7 p.m. to 10 p.m. On Saturday afternoon, commercials ap-

pear between 3:30 p.m. and 4 p.m.

Although it is possible in theory to schedule commercials ranging in length from a quarter minute to one minute, in practice the longer spots—45- and 60-seconds—are rarely used. More popular are the shorter spots: the 15-, 20-, and 30-second commercials. Color will probably not be used until 1970.

**Many Difficulties** ■ This past year's experience with commercial television has generally been regarded as successful. But it also has seen the development of a myriad of broadcasting problems. For one thing, the initials of the organization which handles advertising-agency requests for commercial reservations has been changed from S.U.R. (Dutch for "a bore") to S.T.E.R. (Dutch for "a star") and its burden has been lightened literally as well as psychologically.

When S.T.E.R. first started reserving space for television advertising the number of bookings was more than three times as great as the number of availabilities. When the agencies got their initial assignments nobody was very happy.

While the space squeeze has improved somewhat, the problem is further aggravated by the fact that an agency never knows ahead of time exactly how many spots it will be allotted for its clients. Such uncertainty may wreck a media schedule, especially when a media buyer won't know until November what spots he will have for the following year.

Furthermore, even if an agency does get assigned the desired number of commercials for its clients (a highly doubtful circumstance since usually only 20% to 30% of time requested is granted), it is unlikely that these spots coincide with an existing media plan. The issue is compounded by the diffi-

culty of creating a commercial that will still get its message across at the end of a four-minute advertising segment that may contain as many as eight previous commercials, all bombarding a viewer with unrelated bits of information.

In addition to these difficulties the advertisements booked by S.T.E.R. must compete for time and prominence with an umbrella organization of six Dutch radio and television corporations, N.T.S., which disposes of 40% of total air time. This group also has been assigned part of the air time via Netherlands I and II between 6:45 p.m. and 10:30 p.m. and consists of two independent transmitters, two Christian transmitters, a Labor and a Catholic transmitter.

**Surprising Findings** ■ The past year has shaken up some pre-established notions about the viewing habits of the Dutch people. Advertisers, for instance, were quite dissatisfied when studies revealed that one of the two Dutch channels was much more popular than the other since this disparity was not reflected by a similar difference in advertising rates. Consequently, the rate structure has been changed: The cost per second on Netherlands I has been increased to about \$89 while the rate for Netherlands II has been lowered to about \$18 per second.

But this welter of problems did not daunt the intrepid Dutch. Having ironed out most of the vexations that beset any newcomer in the confusing world of commercial television, they look upon their first year of television advertising as successful, particularly in terms of food products.

Now the government has undertaken a second ambitious venture in the broadcast business. Last month advertising on Dutch radio became legal.



Flip Van der Schalie is head of the radio and television department in Foote, Cone & Belding's Amsterdam office. He began his career in advertising as a graphics designer at a newspaper. But in 1947 he switched to radio as an actor and later moved into production side of business for Radio AVRO in Hilversum. In 1960 he became a producer for Television AVRO. He joined FC&B in 1963. The agency handles the broadcast advertising of a number of consumer products.





**Just getting there will be like shooting a bee in flight with an air rifle from a whirling merry-go-round at a range of 100 yards. Getting back will be even tougher.**

But any analogy is far too simple. For NASA's lunar-landing Project Apollo beggars the imagination.

One day before 1970 a Saturn V booster, developing 7.5 million pounds of thrust, will launch three astronauts in combined command and lunar modules toward the moon, almost 240,000 miles away.

Once there, the command module continues its moon orbit while the lunar module ferries two of the astronauts to the moon's surface.

To return, the lunar module must take off from the moon and rendezvous with the command module, which then must make the voyage back to earth.

Meanwhile, a corps of engineers, scientists and technicians back on earth will be praying, sweating and doing the jobs they've trained for—and doing them right.

More than two thousand of them will be from Federal Electric Corporation, an ITT subsidiary, providing sup-

port services in such vital areas as communications, timing, instrumentation, computer programming, reliability, technical information, and logistics for NASA at its Kennedy, Huntsville, and Houston space installations.

The success of NASA's Project Apollo will be another tremendous breakthrough in mankind's knowledge, and every American will have good reason to stand a bit taller.

International Telephone and Telegraph Corporation, N.Y., N.Y. 10022.

**ITT**

# CG's Hilliard Gates Played 60 Minutes In The Rose Bowl—Without A Uniform!



He also warmed the NBC radio mike in the radio booth at the Rose Bowl in Pasadena for the second consecutive year. To top that, he and Fort Wayne's WKJG-TV staff produced and telecast three half-hour television shows\* covering Indiana's "March to Pasadena". Just a few examples of how we "go where the action is" for our hundreds of thousands of stay-at-home Hoosiers. Is it any wonder they rate us the No. 1 radio and television station in Indiana's richest market? Call Blair today!

\*WSJV-TV, Communicana Group's sister station in the South Bend-Elkhart Market also carried these programs.



TOP. Hilliard Gates, 5-time winner of "Indiana's Sports-caster of the Year" award, calls out the play-by-play from the Rose Bowl.

LEFT. Indiana University's John Pont—"Coach of the Year" award, and Gates, just prior to departure from Indianapolis.

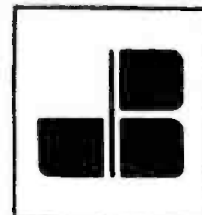
RIGHT. Gates interviewing I.U.'s All-American back, John Isenberger, on arrival at Los Angeles airport.

THE COMMUNICANA GROUP  
INDIANA COMMUNICATORS



INDIANA COMMUNICATORS

**THE WKJG STATIONS**  
Hilliard Gates, Vice President & General Manager  
**WKJG - STEREO FM • WKJG - AM • WKJG - TV**  
Fort Wayne, Indiana  
MEMBER STATIONS OF THE COMMUNICANA GROUP  
Also: WSJV-TV, WTRC-AM and FM, Elkhart  
The Elkhart Truth (Newspaper)  
JOHN F. DILLE, JR., PRESIDENT



BLAIR TELEVISION

# Captain and crew named for CPB

Frank Pace becomes chairman as President fills out 15-man board from all walks of life; Hoving group wants budget Congress promised for 1968

Government-sponsored broadcasting, launched with high expectations last November when President Johnson signed the Public Broadcasting Act, seemed ready to sail last week. It has a skipper, and finally a full complement of directors, but there still are questions of finances.

After almost three months with only two members of the board of the Corp. for Public Broadcasting named, the President last week picked a former high government official who had led one of the country's top industrial firms to be chairman. He's Frank Pace Jr., one-time secretary of the army and director of the budget, and later president and chairman of General Dynamics Corp.

The President's announcement of Mr. Pace's nomination, and that of 12 other directors to fill out the 15-man board, was to be made yesterday (Feb. 18). The other directors include educators, broadcasters, artists, businessmen and public-spirited citizens.

Last November, the President named the first two directors: Dr. James Killian Jr., chairman of the corporation, Massachusetts Institute of Technology, and Dr. Milton Eisenhower, brother of the former President, who is president-emeritus of Johns Hopkins University (BROADCASTING, Nov. 13, 1967).

Meanwhile, in New Orleans, the first full meeting of the National Citizens Committee for Public Broadcasting said out loud what educational broadcasters have been saying privately for two weeks: Give public broadcasting what Congress authorized it to have this year; don't wait for 1969.

This was in reference to the President's proposals in his annual budget message recommending that Congress appropriate \$4 million for 1968 and \$20 million in fiscal 1969 for CPB; \$396,000 for 1968 and \$12.5 million for 1969 for grants to states. The New Orleans group unanimously voted to ask the President to revise his educa-

tional broadcasting plans to seek the monies Congress authorized for 1968 when it passed the public broadcasting law: \$9 million for CPB, and \$10.5 million for the state grants.

**Ford Still Giving** ■ Also on the financial front, the Ford Foundation reported that it had spent \$22.7 million for educational broadcasting in its fiscal 1967 year.

And the Ford Foundation-financed Public Broadcasting Laboratory, going through its early growing pains, has finally leveled off in administration.

The President's roster of 15 directors of CPB must be confirmed by the

Senate. He is expected to send their names to the Senate today (Feb. 19), where the nominations will be referred presumably to the Senate Commerce Committee.

Upon ratification, the board will organize, with Washington expected to be its headquarters. Although there is no treasury yet, the CPB board is counting on about \$2 million to begin operations; these are contributions pledged to CPB by CBS, Carnegie Corp., United Automobile Workers and the Communications Workers of America.

Reports that S. Douglass Cater Jr., a special assistant to the President, would be CPB's first paid president, were met by an inconclusive statement. Mr. Cater said that in his present job he is serving at the pleasure of the President, "and this can be taken to mean for the rest of the year," he said. Mr. Cater handled the development of the CPB idea, sparked originally by the Carnegie Commission on Educational Television in its report last year, for the administration and its delicate passage through Congress.

Mr. Pace, 55, a native of Little Rock, Ark., is presently president of International Executive Service Corps. in New York. This is an organization that sends U. S. businessmen to help private firms in underdeveloped countries.

**Truman Years** ■ A graduate of Princeton and Harvard Law School, Mr. Pace began his government career in 1946 as a special assistant to then Attorney General Tom C. Clark. In 1948 he became assistant director of the Bureau of the Budget, and a year later, director. He was appointed secretary of the army in 1950 by President Truman, and three years later resigned to join General Dynamics where he later became president and chairman. He served with the Army Air Corps as a major in World War II.

Among other associations, Mr. Pace is president of the National Institute



Frank Pace Jr.

## CAPTAIN AND CREW NAMED FOR CPB continued

of Social Science, a member of the board of visitors of Stanford School of Education, and a member of the President's Foreign Intelligence Advisory Board. Only two weeks ago he was named by President Johnson to be a member of the Administrative Council of the U. S. (see page 34).

He was chairman of the American Council on NATO, and vice chairman of the President's Commission on National Goals.

Three broadcasters are among the 13 nominees. They are **Saul Haas**, chairman of KIRO Inc., licensee of KIRO-AM-FM-TV Seattle, which he once controlled; **Mrs. Oveta Culp Hobby**, president and editor of the *Houston Post* (KPRC-AM-TV), and **Frank E. Schooley**, director of broadcasting and associate professor of radio-television, University of Illinois and manager of the university's noncommercial WILL-AM-FM-TV Urbana, Ill.

Mr. Haas sold his half ownership of the Seattle stations in 1963 to what is now the Bonneville International group. At that time, a minority interest in the KIRO stations held by Senator Warren G. Magnuson (D-Wash.), was also sold to Bonneville. Senator Magnuson is chairman of the Senate Commerce Committee.

Mr. Haas is a past director of the CBS Affiliates Association and is active in Seattle civic affairs. He's a member of the Seattle Chamber of Commerce, director of Seattle's Providence hospital and a member of the Seattle Ad Club.

Mrs. Hobby was secretary of health, education and welfare from 1953 to 1955, and during World War II was director of the Women's Army Corps. She is a trustee of Rice University and the Houston Symphony Society, a member of the national council of the Metropolitan Opera and of the Eleanor Roosevelt Memorial Foundation, the Committee of 75 for the University of Texas, and the Southern Regional Committee for Marshall Scholarships.

Mr. Schooley was president of the National Association of Educational Broadcasters from 1944 to 1958. He is a member of the Association for Education in Journalism, and of the Champaign, Ill., city council. He formerly served as a member of the Joint Council on Educational Education, and as president of the Illinois Exchange Clubs.

Other CPB directors nominated:

▪ **Joseph A. Beirne**, Washington, president, United Electrical and Communications Workers of America (AFL-CIO).

▪ **Robert S. Benjamin**, New York, general partner in the law firm of Phillips, Nizer, Benjamin, Krim and Ballou, and chairman of United Artists

Corp. He is president of the United Nations Association, and a trustee of Brandeis University. Mr. Benjamin's law partner, Arthur B. Krim, who is president of United Artists, is chairman of the finance committee of the Democratic National Committee.

▪ **Roscoe C. Carroll**, Los Angeles, general counsel of the Golden State Life Insurance Co. He is vice president of the Los Angeles County Regional Planning Council and a member of the board of the Welfare Planning Council for the South Central (Watts) area of Los Angeles. He is secretary of the Intercultural Relations Committee of Town Hall, and a trustee of the Los Angeles County Bar Association.

▪ **Michael A. Gammino**, Providence, R. I., president, Columbus National Bank of Rhode Island. He's a trustee and treasurer of the Newport (R. I.) Metropolitan Opera Festival Foundation, a trustee of the Foundation for Repertory Theater in Rhode Island, a delegate to the state's constitutional convention, a trustee and treasurer of the Fogarty Foundation for Mental Retardation, and vice president of the National Catholic Laymen's Retreat League. He's from the same city as Senator John O. Pastore (D-R. I.), chairman of the communications subcommittee of the Senate Commerce Committee, who was floor manager for the Public Broadcasting Act in the Senate last year.

▪ **Joseph D. Hughes**, Pittsburgh, governor and vice president of T. Mellon and Sons, administrative trustee of the Richard King Mellon Foundation, trustee of the National Wildlife Federation and of George Washington University. For the past two years he has been cochairman of the Pennsylvania Committee for Public Television.

▪ **Erich Leinsdorf**, Brookline, Mass., music director, the Boston Symphony Orchestra, a member of the Massachusetts Arts Council and a trustee of the Kennedy Center for the Performing Arts, Washington. He has served as conductor and director of the Metropolitan Opera, conductor of the Cleveland Orchestra, director of the Rochester Philharmonic Orchestra and of the New York City Center Opera.

▪ **John D. Rockefeller III**, New York, chairman of the Rockefeller Foundation, the Lincoln Center for the Performing Arts, the General Education Board, and the National Council of the United Negro College Fund. He is a trustee of the Rockefeller Brothers Fund, Princeton University and Harvard's Yenching Institute. He is chairman of the Population Council Inc. From 1964 to 1965, Mr. Rockefeller served as a trustee of the Educational

Broadcasting Corp. (WNDT-TV New York).

▪ **Carl Sanders**, Atlanta, attorney and former governor of Georgia. As governor, he was chairman of the Southern Regional Education Board and of the Appalachian Governors Conference. He is presently a member of the National Advisory Commission on Urban Affairs.

▪ **Jack Valenti**, Washington, president of the Motion Picture Association of America, former special assistant to President Johnson. Mr. Valenti was a founder of the Houston advertising firm of Weekley & Valenti.

The Public Broadcasting Law forbids more than eight of the board to be members of the same party. Those whose affiliations are Democratic are Messrs. Pace, Benjamin, Beirne, Gammino, Haas, Leinsdorf, Sanders and Valenti. The others are either Republicans or independents.

Proposed for six-year terms are Messrs. Pace, Benjamin, Eisenhower, Killian and Valenti; for four-year terms, Messrs. Beirne, Gammino, Hughes, Sanders, and Mrs. Hobby; for two-year terms, Messrs. Carroll, Haas, Leinsdorf, Rockefeller and Schooley.

## Will Congress override LBJ?

It's asked to stick with original funding of public television

Two educational broadcasting groups last week called for Congress to bypass the President's budget recommendations for educational TV and instead appropriate the full funds authorized in the Public Broadcasting Act of 1967.

The first meeting of the National Citizens' Committee for Public Television unanimously passed a resolution urging that the authorized \$9 million for the Corp. for Public Broadcasting and the \$10.5 million for ETV facilities be appropriated for fiscal 1968.

William G. Harley, president of the National Association of Educational Broadcasters, last week said "we urge the Congress, during this session, to provide full funding for the Public Broadcasting Act of 1967 as originally passed. . . ."

President Johnson has requested \$20 million for CPB and the full \$12.5 million for construction of facilities for fiscal 1969. He also asked for \$4 million for CPB in fiscal 1968, which ends June 30, but proposed no supplemental appropriation for the authorized \$10.5

million for facilities in fiscal 1968.

Mr. Harley, speaking for 300 educational stations, noted that the recommendation would "reduce fiscal 1968 and 1969 fund requests by \$4.5 million and would require no further amendments to the Public Broadcasting Act by the Congress." The President's proposed \$20 million for CPB would require new legislation approved by the House and Senate Commerce Committees. Funds authorized by last year's public-TV act would only require action by the appropriations committees.

**Whip Support** ■ NCCPTV, meeting



At the NCCPTV meeting in New Orleans last week are Thomas P. F. Hoving, committee chairman, and three members selected for key subcommittee posts (l-r): Mrs. Moise Denery, president, Greater New Orleans Television Foundation, to work with

in New Orleans Feb. 11-12, received some measure of congressional support for its resolution immediately. House Democratic Whip Hale Boggs (D-La.) told members at the closing luncheon meeting that he would be "pleased indeed to support it."

Thomas P. F. Hoving, NCCPTV chairman and director of New York's Metropolitan Museum of Art, presided over the meeting, which drew just over half of the committee's 119 members. The "Citizens' Report on Public Television," which had been expected to come out of the meeting, will now be drawn from members' comments during the session. The report will not be ready for another four to six weeks, or after the President has named the CPB's board members, a committee source said.

Although the subject of money—from private as well as from government sources—was never far beneath the surface, the citizen's committee concerned itself with the effort to determine what it will support in public broadcasting and how it will support it.

One dissenter to the emphasis placed on federal funds was Leland Hazard, Carnegie Institute of Technology pro-

fessor and an ETV pioneer in Pittsburgh. In the opening discussion he warned against talking "as if educational TV would not exist without government. . . . It does exist, and we're doing very well. . . . The arts have always been poor, and always will be. . . . And when the arts get rich, they tend to get bad."

**ETV Successful** ■ Mr. Hazard also raised a few eyebrows at the meeting's final session with an exception to the committee's resolution to Congress. He said that less than full funding of the Public Broadcasting Act may harm the

state and local citizen's committees; Mrs. Jennelle Moorhead, former National PTA president, to seek other organizations' aid for public TV, and Susan Schmidt, editor of the University of Colorado's newspaper, to solicit youth support.

weak ETV stations and CPB, but would not hurt the strong stations. He noted that the total budget of existing stations is about \$70 million a year and said of federal funds: "These little monies should be welcome—as a genuflection by the President and the Congress to the altar of already successful ETV. . . ."

Other members disagreed with Mr. Hazard, pointing out the need for new stations in areas without ETV and the expense of switching to color facilities.

The NCCPTV also took the following actions:

■ Members supported broadening the committee's public-information programs and its role of "advocacy" in PTV affairs. A spokesman commented that "the members were most positive about advocacy. I think that if all we did was general public-information work, most of them would resign."

■ With some apparent misgivings, members supported the committee's already commissioned study of alternatives for long-range financing of CPB, especially if the final report took the form of a presentation of possible alternatives, rather than specific recom-

mendations. There appeared to be some feeling among the members that the committee might be overreaching itself if it attempted more in this area, and that at this time militant or specific demands for CPB financing might do more harm than good.

■ Members approved the entire range of the committee's organizational goals: Local, state and regional citizens' committees for everything from raising money for additional community service programming by local ETV stations to exercising grass-roots political pressure on national issues; alliances with "national organizations with strong local chapters, all talking directly to Congress," and establishing working relations with the various arts councils, which a spokesman pointed out "are several years ahead of public television in the area of financing."

Conspicuously absent from committee proceedings was any substantial discussion of ETV networking. A spokesman said: "The feeling was that this simply is not the time for that."

## Ford investment \$22.7 million

Annual report shows how  
heavily foundation backs  
noncommercial TV

Over \$22.7 million was allocated to noncommercial television by the Ford Foundation during fiscal 1967, according to the foundation's annual report out yesterday (Feb. 18).

During the period Oct. 1, 1966 through Sept. 30, 1967, some \$14.7 million was spent by Ford for noncommercial TV, leaving \$8 million in 1967 authorized funds yet to be expended.

Biggest recipients of Ford grants in noncommercial TV were the Public Broadcast Laboratory (\$7,920,000 granted, payments of \$1,825,000); National Educational Television and Radio Center (\$6,225,000); WNDT(TV) New York (\$1,825,000 for special assistance and yet to be expended as of last Sept. 30 plus a regular grant of \$500,000 which was paid); WQED(TV) Pittsburgh (\$1 million granted and paid); KQED(TV) San Francisco (\$500,000 authorized and paid); WGBH(TV) Boston, also \$500,000 allocated and paid.

All of the funds to noncommercial TV stations, with the exception of WNDT's special assistance grant, represented matching support to local station operations.

The report listed 25 other stations

receiving funds under the matching-support program of amounts varying from \$50,000 up to the \$400,000 level. In all, 30 stations received almost \$6.7 million in matching funds from Ford in fiscal 1967. Also listed were a \$50,000 emergency support expenditure to WCET(TV) Cincinnati and a \$2,000 payment to Harvard University for a broadcast by its Institute of Politics.

The National Citizens' Committee for Public Television, which was formed with initial grants from six foundations, including Ford, received a grant of \$50,000 for operating expenses, none of which had been paid last September.

**NET Report** ■ Of the \$6,255,000 to NET, \$6 million (not paid by the end of the fiscal year) was granted for programming for NET's affiliated stations, and \$255,000 (all of which was paid) went for interconnection costs for three national telecasts. The PBL grant was included under NET (it operates as a NET division.) The report noted also that a \$6-million grant authorized in fiscal 1966 to NET had not been spent during that year.

The annual report noted that PBL had been created "to show how non-commercial television, when backed by adequate funds for programming, might produce superior cultural and public-affairs programs for a nationwide audience." PBL started two-hour Sunday evening telecasts last November via interconnection of noncommercial stations. The \$7.9 million granted to PBL was for its "start-up period and first broadcast year" in what will be a two-year period, the report stated. NET continues to service noncommercial stations with five hours weekly of new public-affairs and cultural programs.

Grants and new commitments made by the foundation in all areas during fiscal 1967 came to \$228.4 million; thus noncommercial TV alone represented almost 10%. In fiscal 1966, the figure came to \$307.7 million. The foundation's net worth at the fiscal year's end was \$2.51 billion compared to \$2.48 billion at the end of 1966. Since its establishment, the Ford Foundation made grants and other commitments totaling \$3.19 billion and during that period invaded its capital to a total of \$1.16 billion.

## PBL shakedown sees changes in set-up

The Public Broadcast Laboratory, which put its first news-and-cultural-affairs show on a nationwide network of noncommercial stations Nov. 5, has entered what Av Westin, its executive director, described last week as "a normal—and continuing—process of ad-

## Beware of committees

Congressional ETV strategists last week were hard at work trying to keep the Public Broadcasting Act from falling back into the clutches of the House and Senate Commerce committees.

And sticking with the funding authorizations already authorized, as suggested by the Citizens Committee on Public Television and the National Association of Educational Broadcasters, would accomplish just that.

Keeping ETV's growing pains out of the Commerce committees (which would have to approve any new authorizations) and out of the House Ways and Means Committee (which would be the battlefield for any long-term financing plan that would require taxation) would considerably simplify matters in an election year, it's thought.

Last week staff members were reporting rumors that the White House might soon signal compliance with the stand taken by the educators and lineup behind the appropriations authorizations already on the books. There's no doubt by now they've gotten the word," said one staff member.

The first clue to the President's final plans and to the size of the subsequent congressional battle over ETV funds will be in the President's request for supplemental 1968 appropriations, which is expected shortly, but the full story of the fiscal-1969 requests may not be unraveled until late spring or early summer, an Appropriations Committee staff member noted.

ministrative change and shakedown."

So far the process, which Mr. Westin said began during PBL's lay-off Christmas and New Year's weeks, has involved the demotion of one executive, the departure of another and a complete departure from the laboratory's original "desk system" of organization.

Under the old system, a deputy director for cultural affairs and a managing editor, and editors for national, and foreign affairs, the physical and social sciences, were Mr. Westin's second-level executives.

Early in January, Lewis Freedman, deputy director for cultural affairs, became a cultural correspondent. Last week it was revealed that Robert Hoyt, managing editor, will leave PBL this month.

**Co-Equal Group** ■ The laboratory's new sound executive level is what Mr.

Westin called "the program group" of five roughly co-equal executive producers. David Oppenheim, who moved over from CBS, has succeeded Mr. Freedman in charge of cultural affairs. John Wicklein, former national affairs editor, has been named executive producer in charge of political affairs. William Anderson, who joined PBL three weeks ago from noncommercial WNDT(TV) Newark-New York, is in charge of continuity. Joe Russin, who was social sciences editor under the old system, functions as "a gadfly" in the program group, according to Mr. Westin. John O'Toole, who has been PBL's producer in Washington, where Edward P. Morgan is "senior correspondent," and has acted as liaison with WETA-TV there, is the fifth member.

John Osmundsen and Robert McCabe, former science and foreign affairs editors, respectively, continue with the laboratory at what Mr. Westin called "the segment concepts" level, presently without title.

## Hyde and Marks named to council

FCC Chairman Rosel H. Hyde and Leonard Marks, director of the U. S. Information Agency, are two members of the 10-man council selected by President Johnson for the Administrative Conference of the U. S. The conference was organized three years ago to help improve procedures of the federal regulatory agencies.

Chairman of the conference is Jerre S. Williams, former University of Texas law professor. Vice chairman is Frank M. Wozencraft, assistant attorney general for the Office of Legal Counsel at the Department of Justice, who is also a member of the council.

John Cushman, formerly executive assistant to Chairman Hyde, is executive director and Webster Maxson, former chief of the Office of Administrative Procedures, Department of Justice, is deputy executive director.

Other government members of the council: Manuel F. Cohen, Securities and Exchange Commission, and Willard Deason, Interstate Commerce Commission.

Council members from private life are Walter Gelhorn, Columbia University; William Golub, New York lawyer; Whitney North Seymour, New York lawyer and former president of the American Bar Association; Frank Pace Jr., International Executive Service Corps. and former secretary of the army and director of the Bureau of the Budget (see page 31), and Harold L. Russell, Atlanta lawyer.



## The MOUTH of the SOUTH

That is how Sports Illustrated characterized Bill Currie, WSOC-TV Sports Director, in a seven-page feature January 29.

Currie has been winner of North Carolina's Sportscaster of the Year Award for the past two years in a row; many times prior.

Add to Bill Currie's twice-a-night sportscast other Channel 9 action features: Wonderful World of Golf, Championship Bowling, Gadabout Gaddis, The Outdoorsman, Dean Smith Show, Braves Baseball, College Basketball, AFL Football and other sports specials. That's the formula that has made WSOC-TV the sports station of the Carolinas.

Get the extra sales punch that can be yours in the WSOC-TV line-up.

NBC / Represented by H-R

**Charlotte's**  
**WSOC-TV**



COX BROADCASTING CORPORATION stations: WSB AM-FM-TV, Atlanta; WHDH AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIDD AM-FM, Miami; KTVU(TV), San Francisco-Oakland; WIIIC-TV, Pittsburgh.

# A focus on network TV's 379 customers

## TVB AUGMENTS EARLIER DATA WITH FULL RUNDOWN ON '67 CLIENTS

Television Bureau of Advertising reported last week that 36 advertisers used network TV for first time in 1967. TVB earlier had announced that network TV investment grew from slightly more than \$1.4 billion in 1966 to almost \$1.5 billion in 1967 (BROADCASTING, Jan. 29). It reported a total of 379 network TV clients in 1967, as against 367 in 1966.

TVB said its 1967 list of 36 newcomers to network TV was based on records dating back to 1949 when this information first became available. This figure should be distinguished from Broadcast Advertiser Reports' estimate of 85 new network TV advertisers, since BAR defined a new comer as one who did not use TV in 1966, irrespective of its TV buying in earlier years (BROADCASTING, Feb. 12).

advertisers invested more than \$500,000 in network TV in 1967 and the remaining 28 spent under \$500,000. The top company in terms of "new money" on network TV was Trans World Airlines, which allocated \$2,621,400, followed by International Coffee Organization, \$1,158,600; Royal Crown Cola, \$851,000; Fund American Cos. (insurance), \$781,200; E.J. McAller & Co. (Mrs. Paul's Frozen Foods), \$736,500, and Harrell Corp. (Formula 409), \$632,400.

Rank	Expenditure	Rank	Expenditure
*254. Aurora Plastics Corp.	375,000	77. Chesebrough-Ponds	4,029,900
286. Avco Corp.	253,800	234. Chicago Musical Instrument	490,700
*325. Avnet Inc.	120,000	14. Chrysler Corp.	27,318,300
362. P. Ballantine & Sons	24,400	265. Ciba Corp.	323,800
305. Bank of America National Trust & Savings Assn.	173,600	369. Cities Service Co.	15,000
*321. Bankers Life Co.	132,000	329. Arnold Clark Inc.	112,800
119. Beatrice Foods Co.	2,460,700	266. Cluett Peabody & Co.	315,000
165. Beech-Nut Life Savers	1,311,300	66. Coca-Cola Co.	4,625,900
39. Beecham Group Ltd.	8,314,600	6. Colgate-Palmolive	37,771,600
312. Bell & Howell	152,000	376. CBS	6,300
315. Binney & Smith	146,000	193. Combe Chemical	871,600
292. Bishop Industries	233,300	*228. Connecticut Gen. Life Ins.	520,800
156. Black & Decker Mfg.	1,544,600	56. Consolidated Cigar Corp.	5,315,700
26. Block Drug Co.	13,805,100	157. Consolidated Foods Corp.	1,499,000
81. Borden Co.	3,955,900	342. Consumers Union of U.S.	93,400
216. Borg-Warner Corp.	695,100	245. Continental Baking Co.	435,300
264. Bourjois Inc.	327,500	317. Continental Casualty Co.	144,500
142. Milton Bradley	1,857,300	134. Continental Insurance Cos.	2,063,300
2. Bristol-Myers	52,450,900	86. Corn Products	3,603,400
284. Brown Shoe Co.	255,900	215. Corning Glass Works	698,800
17. Brown & Williamson	25,192,500	372. Cowles Communications	8,700
150. Bulova Watch Co.	1,634,000	301. Crush International Ltd.	187,300
79. Burlington Industries	3,986,800	*327. Cummins Engine Co.	116,900
230. Buxton Inc.	503,700	223. Dairy Queen National Dev. Co.	583,800
120. Calgon Corp.	2,403,900	*336. Dale Carnegie & Associates	98,200
*274. California Bankcard Assn.	284,300	197. Del Monte Corp.	850,200
232. California Canners & Growers	502,200	153. De Luxe Topper Corp.	1,594,800
212. State of California	719,300	130. Walt Disney Productions	2,255,300
35. Campbell Soup Co.	9,643,900	169. Dr. Pepper Co.	1,229,600
151. Canadian Breweries	1,627,800	85. Dow Chemical Co.	3,605,300
*370. Candygram Inc.	13,600	297. Dow Jones & Co.	206,700
24. Carnation Co.	14,732,100	*378. Drouman Mfg.	5,600
102. Carter-Wallace	3,086,200	259. Dunhill International	345,000
244. William Carter Co.	445,200	64. E. I. duPont De Nemours	4,680,800
118. Castle & Cooke Inc.	2,465,700	166. Eastern Air Lines	1,280,000
122. Champion Spark Plug Co.	2,377,000	31. Eastman Kodak	10,649,700
158. Chanel Inc.	1,494,300	332. Economics Lab.	108,400
346. Chemway Corp.	89,500	293. Eldon Industries	225,100
		364. Emenee Corp.	19,800
		189. Encyclopaedia Britannica	931,900
		277. Eversharp	264,600
		178. Ex-Lax	1,097,500
		*359. Falls City Brewing	39,900
		187. Falstaff Brewing	982,700
		340. Father Johns Medicine Co.	94,200
		258. Fedders Corp.	353,000
		206. Field Enterprises Inc.	760,700
		92. Firestone Tire & Rubber Co.	3,421,700
		290. Florida Citrus Commission	239,700
		323. State of Florida	122,800
		143. Florists Transworld Del. Assn.	1,827,100
		19. Ford Motor Co.	23,127,500
		161. Foremost-McKesson	1,404,900
		179. Foster-Milburn Co.	1,091,600
		199. Foundation for Commercial Banks	798,300
		84. R. T. French Co.	3,629,300
		*201. Fund American Cos.	781,200
		267. General Aniline & Film	312,500
		88. General Cigar Co.,	3,491,800
		42. General Electric Co.	7,923,000
		3. General Foods Corp.	50,707,000
		13. General Mills	28,369,400
		7. General Motors	35,645,000
		69. General Telephone & Electronics	4,512,400
		175. General Tire & Rubber	1,136,000
		251. Georgia-Pacific	395,500
		8. Gillette Co.	32,888,200
		133. Gold Seal Co.	2,074,900
		171. Golden Grain Macaroni	1,188,300
		125. B. F. Goodrich	2,309,900
		55. Goodyear Tire & Rubber	5,362,400
		68. W. R. Grace & Co.	4,513,500

### 1967 NETWORK TELEVISION ADVERTISERS NET TIME & PROGRAM INVESTMENTS (Source: TVB/LNA)

Rank	Expenditure
162. Abbott Labs.	\$1,394,700
141. Admiral Corp.	1,888,100
195. Adolphs Ltd.	855,800
190. Aetna Life Insurance	931,800
36. Alberto-Culver	9,608,800
288. Allegheny Ludlum Steel	249,300
200. Allied Van Lines	793,300
144. Aluminum Co. of America	1,813,300
105. American Airlines	3,057,500
285. American Can Co.	253,900
50. American Cyanamid Co.	6,696,300
109. American Gas Assn.	2,824,500
5. American Home Products	45,244,600
147. American Iron & Steel Institute	1,688,200
198. American Luggage Works	821,900
233. American Machine & Foundry Co.	491,900
74. American Motors Corp.	4,178,800
48. AT&T	7,095,000
11. American Tobacco Co.	31,021,400
348. Amity Leather Products	87,400
49. Anderson Clayton & Co.	6,788,500
60. Anheuser-Busch	4,943,400
41. Armour & Co.	8,077,500
75. Armstrong Cork Co.	4,164,400
314. Arnold Schwinn & Co.	149,800
238. Associated Products	472,600
373. Atlantic Richfield Co.	8,600

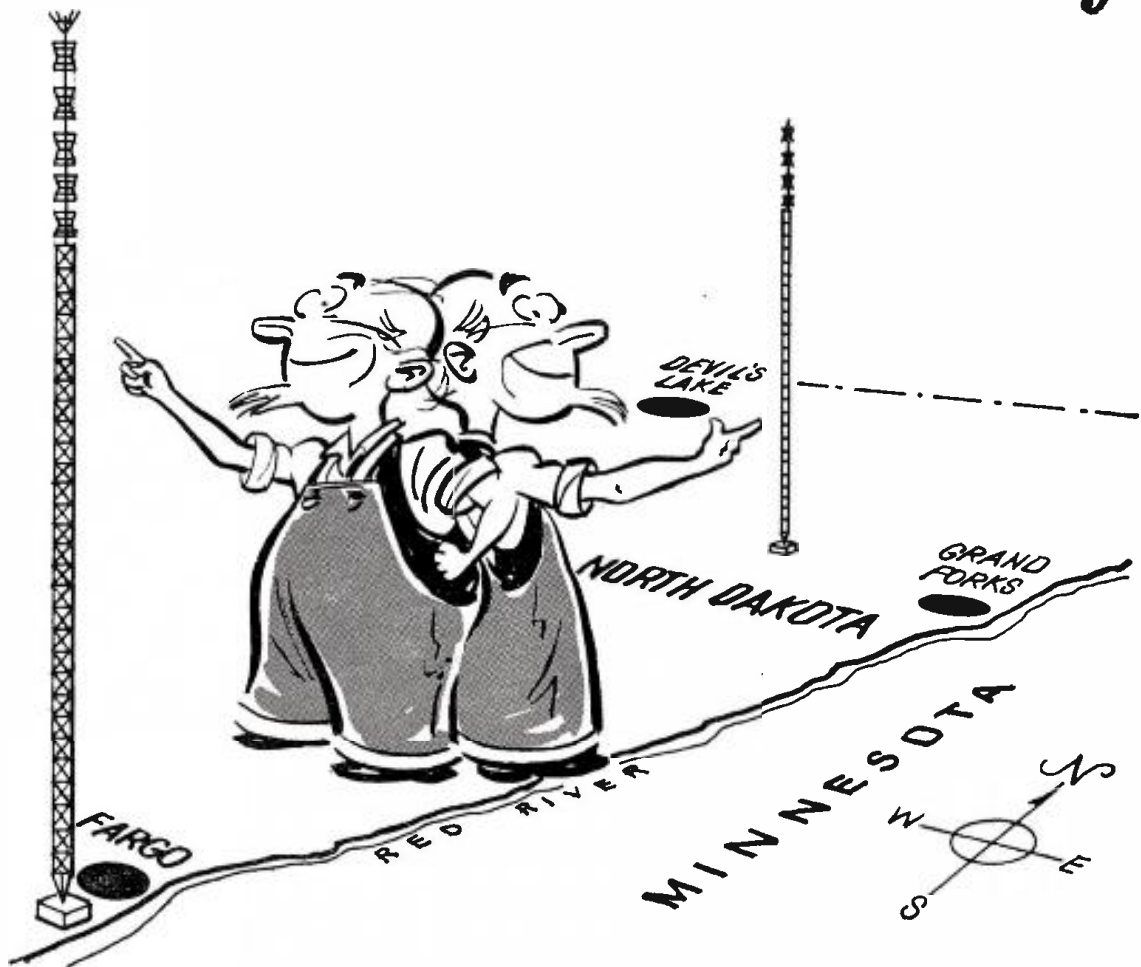
### Sears names radio-TV man

Sears, Roebuck & Co., Chicago, has appointed John Beebe as national director of television and radio advertising (CLOSED CIRCUIT, Jan. 29), a new position, but apparently has decided not to announce the fact although a news release was prepared for such purpose. Mr. Beebe is a former broadcast executive with Wm. J. Wrigley Jr. Co. in Toronto.

His appointment is significant because it indicates the \$8-billion retail giant is thinking of going deeper into broadcast media. Sears reportedly spends nearly \$100 million a year in print at the present time. Although Sears's policy does not allow Mr. Beebe to talk to reporters, he can be reached by others at Sears's new advertising department number in Chicago: (312) 679-8500.



# What comes between Y and Z? Nuthin'...but the whole valley.



**N**OW WDAZ at Devils Lake is on the air *with* WDAY-TV — two towers totalling 2,667 feet in height instead of WDAY-TV's 1,206 feet alone — covering 35,370 *new, extra, unduplicated homes* — bringing NBC to the Northern Red River Valley — putting a City Grade picture into Grand Forks, North Dakota's No. 2 market — making our Hayseed an *extra* head and shoulders above any and all "competition"

out here, by covering the ENTIRE Red River Valley!

Actually, this means a lot more than just 31% (35,370) more new, extra, unduplicated Grade B homes. It means that thousands of *other* fringe-area families, whom we've hitherto reached with only a medium-grade signal, are now getting *the best picture available*, from WDAY-TV.

Ask your PGW Colonel to brief you!

## WDAY-TV + WDAZ-TV

THE "HEAVENLY TWINS"

Covering All of Eastern N.D. and Western Minnesota

ONE RATE CARD, ONE BUY — FARGO, N. D.



PETERS, GRIFFIN, WOODWARD, INC., *Exclusive National Representatives*



Rank	Expenditure	Rank	Expenditure	Rank	Expenditure			
181.	Greatamerica Corp.	1,064,700	82.	Metropolitan Life Ins.	3,701,100	172.	Scripto Inc.	1,176,200
91.	Green Giant Co.	3,450,900	300.	Midland Pharmacal Corp.	193,900	225.	Sealy Inc.	568,000
339.	Gulf American	94,800	21.	Miles Labs.	21,717,000	63.	Sears, Roebuck	4,703,200
76.	Gulf Oil	4,042,100	65.	Minnesota Mining & Mfg.	4,674,500	272.	Seven-Up Co.	291,200
*371.	W. J. Hagerty & Sons	12,400	298.	Mirro Aluminum Co.	197,000	47.	Shell Oil	7,113,600
239.	Haggar Co.	466,300	167.	Mobil Oil Corp.	1,261,000	152.	Sherwin-Williams	1,625,300
115.	Hallmark Cards	2,596,300	334.	Mogen David Wine	100,200	360.	A. & H. Shillman Co.	32,900
182.	Hanes Corp.	1,062,200	318.	Monroe Auto Equipment	139,800	72.	Shulton Inc.	4,317,700
*221.	Harrell Corp.	632,400	103.	Monsanto Co.	3,084,400	188.	Simmons Co.	949,200
307.	Hart, Schaffner & Marx	171,700	*253.	Benjamin Moore & Co.	376,500	304.	Simplicity Pattern Co.	181,400
219.	Hartford Insurance Group	681,000	136.	Morton International	1,991,200	61.	Singer Co.	4,786,700
379.	Hartz Mountain Products	4,500	337.	Motorola	98,000	279.	Skil Corp.	262,000
276.	Hassenfeld Brothers Inc.	272,500	168.	Mutual of Omaha Ins.	1,247,200	45.	Smith, Kline & French	7,224,400
374.	G. Heileman Brewing	8,400	287.	National Airlines	250,500	261.	J. M. Smucker Co.	338,200
78.	H. J. Heinz Co.	4,004,200	34.	National Biscuit	9,676,400	377.	Spencer Gifts	6,200
278.	Helene Curtis Industries	262,400	173.	National Brewing	1,160,300	192.	Sperry & Hutchinson	892,200
*349.	Helmak Products	78,000	28.	National Dairy Products	12,887,400	108.	Sperry Rand	2,841,100
275.	Hercules Inc.	279,800	243.	National Federation of Coffee Growers of Colombia	453,800	289.	Squirt Co.	243,600
93.	Heublein Inc.	3,271,600	148.	National Grape Co-Operative	1,669,900	273.	A. E. Staley Mfg.	289,800
137.	Hoffmann-LaRoche	1,981,300	338.	National Homes Corp.	95,000	43.	Standard Brands	7,604,200
226.	Holiday Inns of America	539,300	350.	National Sugar Refining Co.	77,900	237.	Standard Oil of Calif.	482,100
367.	Household Finance	17,200	209.	National Union Electric Corp.	741,800	107.	Standard Oil of Ind.	2,867,500
44.	Hunt Foods & Industries	7,527,800	58.	Nestles Co.	5,009,800	140.	Standard Oil of N. J.	1,902,400
247.	State of Idaho	432,400	*283.	New York Life Ins.	258,000	*303.	Stanley Works	181,500
129.	Ideal Toy Corp.	2,272,400	106.	North American Philips Co.	3,002,500	112.	State Farm Ins. Cos.	2,731,600
313.	Illinois Water Treatment Co.	150,600	*347.	Northwest Bancorporation	89,100	9.	Sterling Drug	32,805,200
170.	Institute of Life Ins.	1,211,000	32.	Norwich Pharmacal	9,804,700	296.	J. P. Stevens & Co.	212,000
127.	Ins. Co. of North America	2,283,900	51.	Noxell Corp.	6,667,000	248.	Stewart-Warner	424,700
353.	Interco Inc.	69,400	113.	Ocean Spray Cranberries	2,711,400	361.	Stokely-Van Camp	25,800
229.	IBM	506,000	89.	Olin Mathieson Chemical	3,466,300	207.	Strauss, Levi & Co.	758,600
*174.	International Coffee Org.	1,158,600	355.	Ing. C. Olivetti & Co., S.P.A.	60,000	*335.	C. H. Stuart & Co.	99,500
128.	International Minerals & Chemical Corp	2,280,100	280.	Olympia Brewing	260,600	235.	Studebaker-Worthington	690,700
204.	Interstate Bakeries Corp.	769,600	282.	Outboard Marine Corp.	259,900	218.	Sugar Information Inc.	92,700
203.	Investor-Owned Electric Light & Power Cos.	771,700	217.	Ozite Corp.	693,900	*343.	Sun-Maid Raisin Growers	92,700
*341.	Irwin-Willert	93,800	145.	Pabst Brewing	1,795,700	146.	Sun Oil Co.	1,704,500
269.	Jackson Brewing	308,700	308.	Pearl Brewing	165,600	100.	Sunbeam Corp.	3,089,200
*351.	Jenos Inc.	75,600	29.	Pepsico Inc.	11,676,800	263.	Sunray DX Oil	334,500
73.	Andrew Jergens	4,308,300	159.	Pet Inc.	1,466,600	189.	Sunsweet Growers	1,078,600
95.	John Hancock Mut. Life Ins.	3,161,800	131.	Peter Paul Inc.	2,255,100	186.	Swank Inc.	994,700
57.	Johnson & Johnson	5,018,500	53.	Chas. Pfizer & Co.	6,501,600	83.	Swift & Co.	3,640,800
22.	S. C. Johnson & Son	20,851,300	306.	Philadelphia & Reading Corp.	172,900	194.	Texaco Inc.	864,800
246.	Kaiser Industries	433,500	15.	Philip Morris	27,270,300	54.	Textron Inc.	5,362,800
18.	Kellogg Co.	24,285,000	111.	Phillips Petroleum Co.	2,761,000	191.	Tootsie Roll Industries	899,300
242.	Kemper Ins. Group	456,000	368.	Piedmont Shirt Co.	16,000	*114.	Trans World Airlines	2,621,400
164.	Kendall Co.	1,324,000	46.	Pillsbury Co.	7,216,300	241.	Travelers Corp.	462,600
139.	Kimberly-Clark	1,959,800	71.	Plough Inc.	4,348,500	330.	Tubular Textile Mach. Corp.	111,200
319.	King-Seeley Thermos	138,400	37.	Polaroid Corp.	9,377,000	163.	William Underwood Co.	1,390,100
357.	Kingsford Co.	44,800	1.	Procter & Gamble	113,173,600	33.	Union Carbide	9,720,100
328.	Kirsch Co.	115,500	90.	Prudential Ins. Co. of America	3,458,400	366.	Union Oil Co. of Calif.	19,700
*231.	Lane Co.	503,600	110.	Purex Corp.	2,805,700	104.	Uniroyal Inc.	3,058,300
*256.	H. D. Lee Co.	364,200	27.	Quaker Oats Co.	13,143,600	80.	United Air Lines	3,980,100
*356.	Les Parfums De Dana	50,000	30.	RCA	10,673,600	224.	U.S. Borax & Chemical	567,700
10.	Lever Brothers	31,280,300	40.	Ralston Purina Co.	8,306,700	222.	U.S. Plywood-Champion Papers	602,000
121.	Lewis-Howe	2,380,500	25.	Rapid-American Corp.	14,068,300	62.	U.S. Time Corp.	4,737,900
94.	Libby McNeill & Libby	3,211,400	250.	Rath Packing Co.	399,000	324.	V-M Corp.	122,200
20.	Liggett & Myers	22,936,400	185.	Rayette-Faberge	1,020,300	70.	Volkswagen of America	4,384,500
375.	LIN Broadcasting	8,100	345.	Readers Digest Assn.	90,100	99.	Wallace & Tiernan	3,092,800
354.	Lincoln National Life Ins.	64,000	208.	Remco Industries	745,800	16.	Warner-Lambert Pharma.	26,228,400
322.	Ling-Temco-Vought	129,900	281.	Revere Copper & Brass	260,500	155.	Waterman-Bic Pen	1,568,800
331.	Lone Star Brewing	108,700	138.	Revlon	1,961,200	302.	Wembley Inc.	185,000
12.	P. Lorillard Co.	30,428,400	213.	Rexall Drug & Chemical	718,600	*268.	Western Publ. Co.	310,200
*344.	Luwane Products	90,800	67.	Reynolds Metals	4,530,000	59.	Westinghouse Electric	4,955,700
252.	Magnavox	386,200	4.	R. J. Reynolds	48,084,600	320.	Wham-o Mfg. Co.	135,600
271.	Maidenform	291,800	309.	Rheingold Corp.	164,900	98.	Whirlpool Corp.	3,093,900
363.	Manhattan Shirt	20,600	38.	Richardson-Merrell	8,520,600	310.	White Consolidated Industries	158,600
294.	Marathon Oil	219,100	214.	A. H. Robins Co.	705,200	176.	Wilkinson Sword	1,115,400
96.	Mars Inc.	3,149,000	257.	Rockwell Mfg. Co.	359,000	23.	J. B. Williams Co.	16,197,000
183.	Louis Marx & Co.	1,041,400	*352.	Roman Meal Co.	71,100	358.	Williamson-Dickie Mfg.	40,000
249.	Masonite Corp.	412,600	236.	Ronson Corp.	483,600	260.	Wolverine World Wide	341,000
*311.	Master Lock Co.	153,100	*196.	Royal Crown Cola	851,100	*270.	William E. Wright & Sons	295,900
52.	Mattel	6,505,700	255.	Rubbermaid Inc.	370,900	210.	William Wrigley Jr. Co.	736,600
135.	Maybelline	2,024,300	220.	SCM Corp.	663,600	117.	Xerox Corp.	2,546,600
124.	Oscar Mayer & Co.	2,311,300	316.	S. W. Industries	145,300	132.	Yardley of London	2,099,200
202.	Maytag Co.	777,000	240.	Samsonite Corp.	463,000	177.	W. F. Young Inc.	1,102,500
*211.	E. J. McAleer & Co.	736,500	160.	Savines & Loan Foundation	1,461,300	333.	Zale Corp.	103,800
262.	McCulloch Corp.	336,000	364.	F. & M. Schaefer Brewing	19,800	97.	Zenith Radio	3,143,300
87.	McDonalds Corp.	3,499,300	184.	Schering Corp.	1,024,400			
325.	McGraw-Edison Co.	120,000	154.	Schick Electric	1,575,900			
101.	Mead Johnson & Co.	3,086,900	116.	Jos. Schlitz Brewing	2,573,300			
123.	Mennen Co.	2,328,100	291.	C. Schmidt & Sons	234,900			
227.	Mentholatum Co.	536,000	299.	Scholl Mfg. Co.	194,300			
149.	Merck & Co.	1,663,600	126.	Scott Paper Co.	2,297,000			
*295.	Metropolis Brewery of N. J.	218,400	205.	Scovill Mfg. Co.	763,400			

\*New to network TV (from the time such data became available).

## Rep appointments . . .

■ KCMO-TV Kansas City, Mo.: Blair Television, New York.

■ KOOL Phoenix: Blair Radio, New York.



## A G.I. could be home before his family knows he's wounded.

Few people have heard of the 375th Air Medical Wing. Fewer yet know what their job entails.

But Vince Leonard of KYW-TV in Philadelphia learned that the New Jersey based squadron plays a key role in our country's war effort.

Vince went to McGuire Air Force Base to get the story. There, a few miles from the training fields of Fort Dix, Vince met the men whose job is bringing back the wounded from the battlefields of Vietnam.

The 375th is an air evacuation team.

Vince found that they work as much as 16 hours in a normal day. That they fly in any weather, in some of the most crowded air space in the sky. And that they're one of the main reasons why a man wounded in Vietnam has a better chance of pulling through than in any previous war.

As Vince interviewed the medical technicians and nurses for his news program, he came upon something few people have noticed.

Evacuation operations are so advanced, that a

man can be airlifted from the jungles of Vietnam to a hospital in his hometown faster than news of his injury reaches his family.

To the men of the 375th, that fact is something they look on with pride.

To Vince Leonard's audience, it was a little known sidelight to a war very much in the news.

Vince Leonard has a habit of tracking down stories like this one.

As anchorman for KYW-TV, he does more than sit at a desk and read what another man wrote. He writes and edits much of the news he broadcasts.

And then, he goes out after the stories nobody expects him to get.

It's the kind of versatility that has set Vince Leonard apart from the ordinary reporter. The kind of dedication you won't get from every newsman.

But it's the kind of dedication our audience has come to expect.

**KYW-TV3**<sup>GROUP</sup>  
WESTINGHOUSE BROADCASTING COMPANY

# Baseball tops \$31 million

Radio-TV rights for major-league teams climb

\$2.8 million higher than the tab for last

season; cost to sponsors hits \$107 million

Radio-television rights for major-league baseball rose to an estimated \$31,785,000 this year, according to BROADCASTING's annual survey of stations, advertisers and teams.

The figure includes \$19,085,000 for local radio-TV rights, \$6 million from NBC-TV to the 20 teams (\$300,000 each) for its *Game of the Week* coverage, and \$6.7 million from NBC to the baseball commissioner's office for the All-Star Game and World Series.

The 1968 total is \$2,860,000 more than last year's \$28,925,000. A survey of minor-league baseball, the Pacific Coast League and the International League, indicated the 20 AAA teams will receive about \$355,000 from local radio and television this year.

The cost to sponsors for basic rights, time on regional networks that range up to 100 radio stations, talent and production will be approximately \$107 million, a rise of \$2 million from the 1967 figure. The \$107 million also includes the pregame and postgame shows, game spot adjacencies, and special shows between doubleheaders.

Financial arrangements for NBC's *Game of the Week* this season are part of a network-baseball pact signed in October 1965, which called for \$30.6 million from 1966 through 1968. A new package for 1969-71, signed last August, will cost NBC considerably more: \$49.5 million, a 66% increase over the 1965 contract. Both baseball and broadcast executives in previous years reportedly felt that the total audience for nationally televised games had peaked in 1966 and would not increase substantially above the 11.2% average rating (6,070,000 homes) baseball games attracted that year.

They were wrong.

NBC's baseball coverage last year earned an all-inclusive average rating of 12.8% or close to 7.1 million homes, network officials reported. Baseball men, who read batting averages with a keen eye, had no trouble reading the ratings. After they saw the figures, the result was the higher-priced package negotiated last August.

A significant departure from the status quo in major markets this year is the move of two American League teams to UHF outlets. The Chicago

White Sox, who previously shared WGN-TV Chicago with the Chicago Cubs, will find a new home in the UHF band on WFLD-TV. At the same time the Sox will increase their TV schedule to 144 games and increase their audience by the use of another UHF outlet in Milwaukee, WVTM-TV.

Last year Kansas City Athletics owner Charles O. Finley, reflecting on the meager \$98,000 in TV revenues his club received in Missouri, decided it might be more profitable to move his club to Oakland, Calif., where he had been promised a yearly television base of \$705,000. The Athletics are now in Oakland, and KBHK-TV, Kaiser Broadcasting's month-and-a-half-old UHF in San Francisco, has scheduled 25 road games of the newly arrived team.

The move to UHF is not expected to reap an immediate bonanza for either the Chicago or San Francisco UHF. As of last week WFLD-TV reported that no bulk sponsors had signed for Sox TV coverage, while KBHK-TV had found it was having difficulty selling the remaining half of its play-by-play coverage in large blocks. First half went to Atlantic-Richfield for exclusive rights on radio-TV.

UHF is an accepted fact in Chicago and WFLD-TV claims more than 60% set penetration in its eight-county area. In the Bay Area, however, even the educational station is a VHF, and UHF

inroads have been slight. However, one broadcasting executive last week felt Kaiser may be making a big name for itself in the gamble on the Athletics.

On the East Coast, the radio coverage problems of the New York Mets were somewhat alleviated last week by the announcement that the Mets could now be heard on a station in their own city—WABC-FM. WABC-FM will be part of a new Mets network extending into the Middle Atlantic and New England states. The Mets originating station will continue to be an AM outlet located in the foreign world across the Hudson—WJRZ Hackensack (Newark), N. J. The Mets are also heard on Long Island over WGLI Babylon, N. Y.

Commenting on the Mets' new FM outlet in New York, a spokesman for Grey Advertising, which handles the Rheingold account, said: "Grey and Rheingold are excited about FM. We feel set penetration justifies WABC-FM's place in the Mets network." Less enthusiastic about the potential of the Mets on FM were the comments of two independent AM's in the New York market, who felt the team was not among broadcasting's most desirable properties. And an agency executive felt FM set penetration among baseball fans did not justify the choice.

Color coverage of baseball on TV, already far advanced last year, will increase this season with all or nearly all local telecasts in color. Color will be used for the complete TV schedules in Atlanta, Philadelphia and Pittsburgh for the first time. Only in Houston will there be no colorcasts. The Astros, which package their own games on radio-TV at a cost of more than \$700,000 (coming out of \$1.7 million Schlitz pays for the package) are staying away from color because of the added cost.

NBC-TV's *Game of the Week* series, which starts April 13, will cover 25 Saturday afternoons from that date to Sept. 28, plus three night games on June 3, July 22, and Sept. 2.

A factor both NBC and baseball men know has helped the over-all ratings for the nationally televised contests has been the three night games, which earned considerably higher ratings than those broadcast during daylight hours. Most impressive ratings gain in 1967

## A first for MGM TV

MGM Television, a division of Metro-Goldwyn-Mayer Inc., today became the first program producer to join the Television Bureau of Advertising.

Announcement that MGM TV was joining TVB, was made by John B. Burns, MGM vice president in charge of television, and Norman E. Cash, TVB president.

Mr. Cash said that since programming is the single largest investment in station operations, "it is appropriate that broadcasters and producers share in . . . efforts to inform the advertiser of TV's increasing values."



**CHRYSLER  
CORPORATION**

Plymouth • Dodge • Chrysler • Imperial • Dodge Trucks

MAKE A HIT WITH  
THE WHOLE FAMILY....  
WITH A NEW CAR  
FROM CHRYSLER  
CORPORATION!

FOUR  
FOR FOUR  
AND NO  
ERRORS!

THE 1968  
PLYMOUTH,  
DODGE,  
CHRYSLER  
AND  
IMPERIAL

DECISIONS...  
DECISIONS!  
WHICH  
CHRYSLER-BUILT  
CAR TO BUY?

DOUBLE  
PLAY!

GREAT CARS AND  
GREAT SERVICE TOO...  
AT YOUR CHRYSLER-  
PLYMOUTH OR DODGE  
DEALERS

was earned by the All-Star game, which, for the first time, was played under the lights (Eastern time) and which reached more than 14-million homes via NBC-TV, a gain of some 91% over the audience for 1966's daylight contest. The All-Star game this year is scheduled for the evening of July 9.

Network and baseball officials won't say, but it's known that a great deal of thought has been given to increasing the number of night contests in the yearly schedule. Most games are played during months that offer the viewer only reruns and summer replacements; major league baseball on a regular schedule would offer an alternative to both viewer and advertiser.

Broadcaster-baseball executive John Fetzer, who has been instrumental in drawing up the network package, noted that baseball men would like NBC to carry more night games and that if the network wants to move some of the Saturday games to weekday nights there'll be no kick from the teams.

Both network and big-league baseball, however, find themselves in a quandary as far as the World Series is concerned. Nighttime All-Star games have proven to be a ratings blockbuster, in sports terms anyway, and the bets are that nighttime Series broadcasts would do even better.

But, the problem for television is that the World Series takes place just when all three networks are grappling for top rung on the fall ratings ladder.

Speculation that this year—or next—will see the first of the nighttime World Series games is rife in baseball and television circles. Carl Lindemann,

vice president for NBC Sports, however, says that no firm decisions have been made by either side. And Mr. Fetzer said that although the subject has been discussed, he knows of no imminent plan to move the series under the lights.

Whatever the decision on nighttime World Series games, NBC will be providing a lot of baseball this coming season. For one thing, all 20 major-league teams are included in this year's baseball package, including the Philadelphia Phillies, which last season finished a three-year, \$3.9 million local contract that precluded coverage by NBC.

As in 1967, NBC will schedule one game nationally as well as a back-up game going into the markets of the teams playing in the nationally televised contest. Since all big-league stadiums have adequate lighting for color, NBC plans to telecast all games in color.

Curt Gowdy, Peewee Reese and Sandy Koufax will again work the national game each week. Jim Simpson and Tony Kubek will handle the play-by-play for the back-up game.

NBC's *Game of the Week* is already 80% sold, say network officials. And signed up so far are Gillette, Chrysler, R. J. Reynolds Tobacco, Phillips Petroleum, and Schlitz brewing.

Going rates for the games are: \$30,000 per minute for all weekly games, the All-Star Game and the World Series games; \$20,000 per minute for the 25 Saturday games; \$25,000 for the three night games; \$60,000 for the All-Star game; and \$80,000 per minute for the World Series games.

Again this year breweries, oil companies and cigarette makers make up the bulk of the sponsor list, although banks, finance companies, car dealers and airlines are also featured prominently in the list. Breweries, in fact, show up on the radio-TV schedules of 19 major league teams, the Athletics being the only exception to the rule. Eighteen breweries are on the sponsor list this year, along with nine oil companies, three banks and three airlines.

Among the oil companies Atlantic-Richfield through N. W. Ayer and Hixon & Jorgensen is sponsoring six teams, while Sun Oil through Esty and Pure Oil through Burnett have four and five teams respectively.

R. J. Reynolds through Dancer-Fitzgerald-Sample leads the cigarette makers with nine teams, and General Cigar through Young & Rubicam also has extensive coverage with six teams. Baseball has not been noticeably affected so far by requests by Senators Robert F. Kennedy (D-N. Y.) and Warren Magnuson (D-Wash.) that tobacco companies reconsider their sports sponsorship (BROADCASTING, Feb. 12).

Again this year one of the leading sponsors is Allstate Insurance with 10 teams, six in the National League and four in the American League. Airlines in the sponsor group include American through Doyle Dane Bernbach, United through Burnett, and Continental through Needham, Harper & Steers.

While most of the advertisers are already on the dotted line, a check of the teams and stations shows some holes. The unwritten rule demands a harder selling job for the station when the team turns up as an also-ran rather than a pennant contender. The Phillies are understood to have taken a rights cut this year because they have not lived up to the pennant potential they had when the \$3.9 million pact was signed in 1964. Here's how the individual teams line up:

## AMERICAN LEAGUE

**Baltimore Orioles** ■ WJZ-TV Baltimore will televise 52 Oriole games, all in color, including 46 road games and six home games. There will be no regional TV network. The station plans five-minute pregame and postgame shows. The pregame show will be alternately sponsored by Household Finance through Needham, Harper & Steers and Hauswald Bakery through W. E. Long Advertising. WBAL Baltimore will carry 14 exhibition games and will feed the regular season games to 67 radio stations in Pennsylvania, Maryland, Virginia, New Jersey, West Virginia, Delaware, North and South Carolina and Tennessee. Radio pregame and postgame shows will be fed to the network and sold locally. Announcers for

## Commercial preview: high-rising Dickies

Television has had its 10-foot-high washing machines but now has a pair of pants a foot longer. Dickies Slacks, (Williamson-Dickie Manufacturing Co., Fort Worth has produced a one-minute commercial that has a young man "grow tall" by having the length of his trousers extend 11 feet. This growth occurs after a kiss from his girl friend.

To obtain the realistic ploy on long pants, Dickies Slacks made the pair in which the male model (on stilts of course) appears in the commercial. Production of the filmed commercial was handled by Savage Friedman, New York, with Sol Goodnoff, producer. Chuck Kanzer (1), vice president, Slesar & Kanzer, New York, Dickies' advertising agency, is shown on the set as the trousers are put in place for model Doug Higgins.



The spot-TV campaign starts March 1 in 25 markets in the Southwest, with plans to extend it to 100 markets in the U. S.



## From Pittsburgh with love.

Sgt. William Schwoebel has two homes, 10,000 miles apart. One in Pittsburgh, the other in Vietnam.

Maybe he was trying to bring them a little closer when he decided to fly the Pennsylvania flag over the Vietnam tent.

Or maybe he just hoped that some other G.I.'s from home might see it and stop to say hello.

It doesn't really matter why he wanted the flag. The important thing is that he couldn't get it.

First he tried the Governor of Pennsylvania. But the adjutant general wrote back that they'd already sent their last few flags. And what if all the other 40,000 Pennsylvanians over there wanted one, too?

But marine sergeants don't give up that easily. His next letter went to Bill Burns, a news reporter from his hometown station, KDKA-TV.

The day Bill got the letter, he ended his regular newscast with Sgt. Schwoebel's story.

This time that story got results. People wrote the station to ask how they could mail a flag to Vietnam. Others called asking for Sgt. Schwoebel's address.

Soon after, State Senator Robert Fleming called for a bill to send the state flag to any soldier in Vietnam who wanted it.

Within a month of the broadcast the bill was passed. Sgt. Schwoebel got his flag.

And Bill Burns had done his job. Done it in the special way that's made him one of the most respected local newscasters in the country.

We like to think Bill Burns is a typical Group W reporter. His kind of news reporting has consistently resulted in excellent coverage of some of the biggest stories.

And, as in this case, very effective coverage of some of the smallest. WESTINGHOUSE BROADCASTING COMPANY

**KDKA-TV2** GROUP **W**

## What baseball gets from broadcasting

Rights figures are BROADCASTING estimates. Asterisk following the 1967 figure denotes a revised estimate of rights. The figures do not include rights paid by NBC for nationally televised games. Originating stations for TV and radio are listed with number of stations in each network in parentheses.

### National League

Team	1968 Rights	1967 Rights	Television	Radio	Sponsors & Agencies
ATLANTA	\$1,200,000	\$1,200,000	WSB-TV (23)	WSB (47)	Coca-Cola (M-E), P. Lorillard (Grey), Pure Oil (Burnett), Falstaff Brew. (FC&B).
CHICAGO	1,000,000	550,000	WGN-TV (7)	WGN	R. J. Reynolds (DFS), Jos. Schlitz Brew. (Burnett), each 1/4 TV; Allstate Insurance (Burnett), Pure Oil (Burnett), Zenith Distributing (Interocean Adv.), Household Finance (NH&S), United Airlines (Burnett), each 3/34 TV; 2/17 TV open; Buick Dealers of Metro Chicago (North Adv.), Heleman Brew. (M-E), Marun Oil (Petroleum Services Adv.), Oak Park Federal (Connor-Sager), Montgomery Ward (Lillienfeld), Serta Mattress (Marvin Frank), each 1/6 radio.
CINCINNATI	500,000	500,000	WLWT (6)	WCKY (100)	Weidemann Brew. (M-E), 100% radio (will sell some off); Hudepohl Brew. (Stockton-West-Burkhart), 1/2 TV; 3/4 TV open.
HOUSTON	1,770,000	1,770,000	KTVT (16)	KPRC (32)	Jos. Schlitz Brew. (Burnett), Coca-Cola (M-E), Duncan Foods (TL&K), Texaco (B&B).
LOS ANGELES	1,000,000	1,000,000	KTTV	KFI (10)	Union Oil of Calif. (Smock/Waddell), 1/2 radio-TV; Security First Natl. Bank (Y&R), 1/4 radio; Burgermeister Beer (PKG), 1/4 radio-TV; 1/4 TV open.
NEW YORK	1,200,000	1,275,000	WOR-TV	WJRZ (31)	Rheingold Brew. (Grey), 1/4-1/2 TV, 1/4 radio; Household Finance (NH&S) alt. 1/4 radio; 1/2 radio open; R. J. Reynolds (DFS), 1/2 TV; Sun Oil (Esty), 1/6 TV; Allstate Insurance (Burnett), 1/15 TV; Gen. Tire (D'Arcy), 2/15 TV.
PHILADELPHIA	1,000,000	1,300,000	WFIL-TV (5)	WCAU (23)	Atlantic-Richfield (Ayer), Ballantine (SSC&B), each 1/2 radio-TV; R. J. Reynolds (DFS), Allstate Insurance (Burnett), each part. TV; Tasty Baking (Aitken-Kynett), 1/6 radio; B. F. Goodrich (BBDO), 1/12 radio; 1/12 radio open.
PITTSBURGH	450,000	450,000	KDKA-TV (3)	KDKA (30)	Atlantic-Richfield (Ayer), Pittsburgh Brew. (KM&G), each 1/2 radio-TV; R. J. Reynolds (DFS), Allstate Insurance (Burnett), each part. TV; Chrysler-Plymouth Dealers (Y&R), Foodland Supermarkets (Lando), each 1/6 radio.
ST. LOUIS	550,000	550,000	KSD-TV (16)	KMOX (100)	Anheuser-Busch (D'Arcy 1/2 TV, Gardner 1/2 radio); R. J. Reynolds (DFS), Shell Oil (O&M), each 1/2 TV; Union Electric (Gardner), Kroger (C-M), Allstate Insurance (Burnett), Pontiac (MJ&A), each 1/10 TV; General Finance (PKG), 1/2 radio; D-X Sunray (Gardner), Goodrich (BBDO), each 1/6 radio.
SAN FRANCISCO	1,000,000	1,000,000	KTVU	KSFO (18)	Standard Oil of Calif. (BBDO), 1/4 radio-TV; Philip Morris Inc. (Burnett), Allstate Insurance (Burnett), each 1/4 TV; Roos/Atkins (L&N), Pacific Tel. (BBDO), Burgermeister Beer (PKG), each 1/4 radio; 1/4 TV open.
<b>N. L. TOTALS</b>	<b>\$9,670,000</b>	<b>\$9,595,000</b>			

Thompson and Bill O'Donnell.

**Boston Red Sox** ■ WHDH-AM-TV Boston will carry the defending American League champions in the second year of a three-year contract. WHDH will broadcast all 162 regular-season games plus four or more exhibitions, and will feed them to a network of approximately 43 New England stations. Pregame shows are *Dugout Interviews* with Ken Coleman, one-third sponsored by Dutch Boy Paints, through Marschalk Co., and a five-minute *Warmup* with Don Gillis, sponsored by Household Finance through Needham, Harper & Steers; Bob Wilson announces the postgame *Sports Extra*, sold to Community Opticians and Capitol Bank & Trust. WHDH-TV to televise 56 games, 29

at home, 27 away, all in color, and will feed a network of about seven stations in New England. One exhibition game on the schedule is with the St. Louis Cardinals on March 17. A pregame show will be done by Messrs. Coleman and Gillis. The postgame *Scoreboard* will be handled by Johnny Most and sponsored by General Mills through Knox Reeves Advertising. Mr. Coleman, Ned Martin and Mel Parnell will cover play-by-play on radio-TV. **California Angels** ■ KMPC Los Angeles begins its eighth year of radio coverage of the Angels, the only radio station associated with the team since it started as the Los Angeles Angels in 1961. The games will be carried by a 22-station regional radio network in California, Nevada and Arizona. In the past the

broadcasts have been carried by a 20-station network. During 1968 the play-by-play of 184 baseball games will be carried by KMPC and the entire network. There will be 22 preseason broadcasts. Network stations are fed the pre and postgame shows and sell them locally. Three major advertisers share the sponsorship of the pre and postgame shows on KMPC only. They are Alpha Beta Markets through Eisaman, Johns & Laws, Chrysler Dealers of Southern California through Young & Rubicam and Wheaties through Knox-Reeves. In addition, KMPC sells a pre-pregame show to Bonanza Airlines out of McManus, John & Adams and an in-between doubleheader show to Shulton out of Wesley & Associates. KTLA(TV) Los Angeles, which like KMPC and the



## American League

Team	1968 Rights	1967 Rights	Television	Radio	Sponsors & Agencies
BALTIMORE	\$ 700,000	\$ 700,000	WJZ-TV	WBAL (67)	Natl. Brewing (Doner), 1/2 radio-TV; Allegheny Pepsi-Cola Bottling Co. (Torrieri-Myers), 1/9 radio-TV; Sun Oil Co. (Esty), 3/18 TV; R. J. Reynolds (DFS), Gen. Cigar (Y&R), Tasty Baking, each 1/9 TV; Central Savings Bank (Doner), Commercial Credit Co. (Doner), Baltimore News American (Doner), Gen. Mills (Knox Reeves), each 1/18 radio; 1/2 radio open.
BOSTON	690,000	690,000	WHDH-TV (7)	WHDH (43)	Narragansett Brew. (NH&S), Atlantic-Richfield (Ayer), each 1/2 radio-TV; General Cigar (Y&R) 1/6 radio-TV; Chrysler-Plymouth Dealers (Y&R) 1/6 radio; R. J. Reynolds (DFS), 1/6 TV.
CALIFORNIA	950,000	900,000	KTLA	KMPC (22)	Std. Oil of Calif. (BBDO), Anheuser-Busch (Gardner), each 1/4 radio-TV; Allstate Insurance (Burnett), Volkswagen Pacific (DDB), each 1/4 TV; Continental Airlines, (NH&S), P. Lorillard (FCB), each 1/4 radio.
CHICAGO	1,600,000	950,000	WFLD-TV (1)	WMAQ (90)	Gen. Finance (PKG), 1/2 radio; Chicagoland Oldsmobile Dealers (Stern-Walters-Simmons), G. Heileman Brew. (M-E), each 1/6 radio; Zenith Distributing (Intercocean Adv.), 1/9 radio; 1/6 radio open. All TV open.
CLEVELAND	750,000	750,000	WJW-TV (6)	WERE (25)	Sun Oil (Esty), 1/2 TV; Pure Oil (Burnett), 3/4 radio; Stroh Brew. (Zimmer, Keller & Calvert), 1/4 radio; General Cigar (Y&R), 3/18 radio; General Mills (Knox Reeves), 1/16 radio; 2/16 radio open; 3/4 TV open.
DETROIT	1,200,000	1,200,000	WJBK-TV (6)	WJR (31)	Pabst Brew. (K&E), 5/16 TV; Sun Oil (Esty), 1/4 TV; R. J. Reynolds (DFS), 3/16 TV; Gen. Cigar (Y&R), Oldsmobile (Brother), Allstate Insurance (Burnett), AC Spark Plugs (Burnett), each 1/16 TV; Stroh Brew. (Zimmer, Keller & Calvert), 1/2 on WJR and lower Mich. radio network; Goodrich (BBDO), 1/9 radio; Natl. Bank of Detroit (Burton-Lachiusa-Sohigian), 1/6 radio; Pure Oil (Burnett), 2/9 radio; 1/6 radio open.
MINNESOTA	600,000	600,000	WTCN-TV (15)	WCCO (100)	Hamm Brew. (C-M), 1/2 radio-TV; Twin City Federal (Colle McVoy), 1/2 radio-TV; Pure Oil (Burnett), 3/18 TV, 2/9 radio; Allstate Insurance (Burnett), Schweigert Meat Co. (Fessel-Siegfriedt-Moeller), each 1/18 TV; Gen. Mills (Knox Reeves), 1/9 radio; 1/18 TV open.
NEW YORK	1,500,000	1,250,000	WPIX	WHN (38)	G. Kreuger Brew. (West, Weir & Bartel), 1/4 radio; Atlantic-Richfield (Ayer), 1/2 radio; American Airline (DDB), 1/4 TV; Pabst Brew. (K&E), 1/4 TV; General Cigar (Y&R), 1/4 TV; 1/4 TV open; 3/8 radio open.
OAKLAND (KANSAS CITY)	1,100,000	165,000*	KBHK-TV (3)	KNBR (9)	Atlantic-Richfield Co. (Hixon & Jorgensen), 1/2 radio-TV; 1/2 radio-TV open.
WASHINGTON	325,000	325,000	WTOP-TV	WTOP	Carling Brew. (Cabot), 1/2 TV; R. J. Reynolds (DFS), Gen. Cigar (Y&R), each 1/9 TV; Allstate Insurance (Burnett), Volvo (Scali, McCabe & Sloves), each 1/18 TV; 1/2 TV open; Atlantic-Richfield (Ayer), Household Finance (NH&S), each 1/6 radio; B. F. Goodrich (BBDO), 1/9 radio; remainder radio spot carrier.
<b>A. L. TOTALS</b>	<b>\$9,415,000</b>	<b>\$7,530,000</b>			
<b>MAJOR LEAGUE</b>					
<b>TOTALS</b>	<b>\$19,085,000</b>	<b>\$17,125,000</b>			

Angels is owned by Golden West Broadcasters, will televise 30 games, the same as last year, but 24 of them—more than ever before—will be regular season contests. All games will be in color. Household Finance out of Needham, Harper & Steers has one-third of the postgame show on TV with the rest of the pre and postgame time still open. Buddy Blattner and Don Wells will do the play-by-play on radio-TV.

**Chicago White Sox** ■ WFLD-TV Chicago, the multimillion-dollar model UHF venture of Field Enterprises Inc. started—but no longer run by—Sterling C. (Red) Quinlan, this season begins the first of a five-year rights agreement with the Sox, previously on WGN-TV Chicago. The WFLD-TV deal, of Quin-

lan vintage, is said to be full of escalation clauses depending on TV network size and could run well into several millions for the five years. At present posture, however, with 1968 Sox games now set to run on WFLD-TV and WVTM (TV) Milwaukee UHF in color, the TV rights cost is estimated at about \$1 million for this season. Jack Drees will do play-by-play and Dave Martin will handle color. As of last week WFLD-TV reported no sponsors signed for the Sox. The package calls for 144 regular season games (part of West Coast games presently omitted due to line costs) plus two exhibition events. WFLD-TV is sending its \$900,000 color remote unit to Florida for shakedown at training camp. The Sox radio network for the second year of a two-year pact will be fed by

WMAQ Chicago to some 90 stations. A total of 187 games including 25 exhibitions are involved. General Finance Corp., now in its 17th consecutive year of baseball sponsorship, through Post-Keys-Gardner, Chicago, takes one-third on WMAQ and some 75 outlets of the network, up 10% over last year's GFC list. Bob Elson and Red Rush will handle radio announcing.

**Cleveland Indians** ■ WJW-TV Cleveland, in second year of a three-year pact, will feed 48 games in color to a six-station TV network in Ohio, Pennsylvania and West Virginia. WERE Cleveland, starting a new five-year agreement, will feed a package of regular season games plus 10 preseason exhibitions plus two mid-season exhibitions

to a radio network of 25 stations. Harry Jones and a partner to be named will announce for TV while Bob Neal and Herb Score will handle radio.

**Detroit Tigers** ■ WJR Detroit, which has picked up its option for two more years, will feed regular season plus 10 exhibition games to a 20-station lower Michigan radio network and an 11-station Upper Peninsula network. The Tigers club goes into its fourth season packaging its own TV exposure and this year has increased minute unit sales to a total of 16, highest so far. WJBK-TV Detroit will feed the schedule of 40 games, all in color, to a network of six stations not counting WSPD-TV Toledo, Ohio, which has made a separate pact for all 40 games to be sold locally and WKJG-TV Fort Wayne, Ind., which will take 17 games under similar special arrangement. George Kell and Larry Osterman will handle TV announcing while Ernie Harwell and Ray Lane will do radio.

**Minnesota Twins** ■ The Twins' radio-TV networks go into this season as the second year of three-year contract. Wcco Minneapolis will feed 171 games including nine exhibitions to a radio network of more than 100 stations in 14 states and two Canadian provinces. Pregame and postgame features also will be fed to the network for local sponsorship. WTCN-TV Minneapolis-St. Paul will again feed 50 games in color to a 15-station TV network covering Minnesota, North and South Dakota, Iowa and Wisconsin. Merle Harmon, Herb Carneal and Halsey Hall will handle both radio and TV coverage.

**New York Yankees** ■ In its 10th year with the Yankees, WPIX(TV) New York will carry 115 games, including three exhibitions. Plans for a regional network have not been settled. All home games will be in color; road games will be in color if the stadium facilities are available. WPIX plans to reinstate its centerfield camera, discontinued last year because of complaints from various clubs on sign stealing. No pregame or postgame shows are planned. WHN New York, for the second year of a four-year contract, will broadcast all 162 games plus 28 exhibitions. A radio network feed of some 38 stations in New York, Connecticut, Pennsylvania and New Hampshire is planned. Marv Albert will handle the 15-minute *Warmup Time*, sponsored by Pontiac through MacManus, John & Adams and STP Oil through Arthur Meyerhoff, and the postgame *Scoreboard*, sponsored by Supphose Division of Kayser-Roth through Daniel & Charles and Household Finance through Needham, Harper & Steers. Frank Messer, Phil Rizzuto and Jerry Coleman will call the games on radio-TV.

**Oakland Athletics** ■ KNBR San Francisco, an NBC-owned station, will originate Athletics games to a regional network of six stations in Northern California and two stations in Nevada. KBHK-TV San Francisco, Kaiser Broadcasting's UHF that signed on the air on Jan. 2, will originate 25 road games to KOVR(TV) Sacramento and KMJ-TV Fresno, both California, and possibly a third station in Reno. The new television station, which pulled off a coup by sharing rights to the telecasts with Atlantic-Richfield, has not been able to sell the play-by-play to another national advertiser, possibly due to its late start getting on the air. Thus Atlantic-Richfield will sponsor half of the telecasts (all regular season games and all in color) with the other half to be sold as a spot carrier. A pregame program currently is being offered to advertisers with a postgame show a possibility. KNBR, like KBHK-TV, is working on the first year of a five-year contract with the new team that arrived on the West Coast via Kansas City. Pregame and postgame programs on radio will go to selected stations of the nine-station regional network. These programs will be sponsored by the Pontiacers (Bay Area Pontiac Dealers) and Smith's Clothing through Wenger-Michael, Inc. Monte Moore and Al Helfer will handle play-by-play and pregame shows on radio and TV. They also will do the postgame program on radio, with KBHK-TV sports director Bob Foust doing the postgame on TV, if such a show is programmed.

**Washington Senators** ■ WTOP-TV Washington will carry 35 games in color this year including 24 road games. There will be no pregame or postgame shows on television, although WTOP-TV is scheduling a half-hour film show about pro stars from various sports (*The Professionals*) before seven of the games. There will be no regional television network, although a regional radio network was still a possibility as of last week. WTOP Washington will carry the regular season radio contests plus 10 exhibition games. Pregame and postgame programs on radio are also considered a possibility. Dan Daniels and John MacLean will call the games on radio-TV.

## NATIONAL LEAGUE

**Atlanta Braves** ■ The Braves, who hold the radio-TV rights and package the games, are planning a 20-game TV schedule fed through WSB-TV Atlanta. With the possible exception of one game, all games this year will be in color, compared to 15 games in color of the 19 televised last year. The games are fed to a television network of 23 stations and a radio network numbering

47 stations through WSB. The two networks cover six states: Georgia, Alabama, South Carolina, Tennessee, North Carolina and Florida. Plans now are for both pregame and postgame shows on radio, and for a postgame show on television. These programs will be fed to the network for local sale. Milo Hamilton and Erine Johnson will handle radio-TV coverage. Carl Sell will assist for color on TV and Dizzy Dean will make six guest appearances.

**Chicago Cubs** ■ WGN-AM-TV Chicago is entering a new three-year radio-TV agreement with Cubs now that TV coverage of the White Sox moves to WFLD-TV Chicago. Until now the Sox and Cubs had split schedules on WGN-TV. With 1968 WGN-TV enters its 20th year of airing Cubs (color since 1960). This season WGN-TV will carry 144 regular-season and two exhibition games in color (part of West Coast schedule is omitted due to line costs). In addition WGN-TV for second year is feeding a regional TV network of seven Midwest stations in Illinois, Wisconsin and Iowa, 33 games in which Pabst Brewing Co. through Kenyon & Eckhardt has bought four minutes per game (network only, exclusive of WGN-TV where Schlitz is a Cubs sponsor). TV announcing will be handled by Jack Brickhouse and Lloyd Pettit. For the Cubs on radio WGN will air all 162 regular season games plus exhibitions. A regional radio network is a possibility but not set. Radio announcers are Vince Lloyd and Lou Boudreau.

**Cincinnati Reds** ■ WCKY Cincinnati predicts a radio network of about 100 stations this year and will feed regular season plus about 20 preseason games. Weidemann Brewing Co., basic radio rights holder, has just moved its account to McCann-Erickson, Chicago, so all details are not set. Jim McIntyre and Joe Nuxhall will handle radio announcing. WLWT(TV) Cincinnati, which holds TV rights in association with Hudepohl Brewing, will originate color coverage of 42 regular-season games for a network that also includes Avco's WLWD(TV) Dayton, WLWC(TV) Columbus, both Ohio, and WLWI(TV) Indianapolis, plus WLEX-TV Lexington, Ky., and WSAZ-TV Huntington, W. Va. Ed Kennedy and Frank McCormick will do games on TV.

**Houston Astros** ■ Again packaging its own games, the Astros radio and television network will feed 16 TV stations in Texas and Louisiana through KTVT(TV) Fort Worth-Dallas and 32 radio stations through KPRC Houston. The radio network covers Texas, Louisiana, Arkansas and New Mexico and includes four 50 kw stations (WOAI San Antonio, Tex.,



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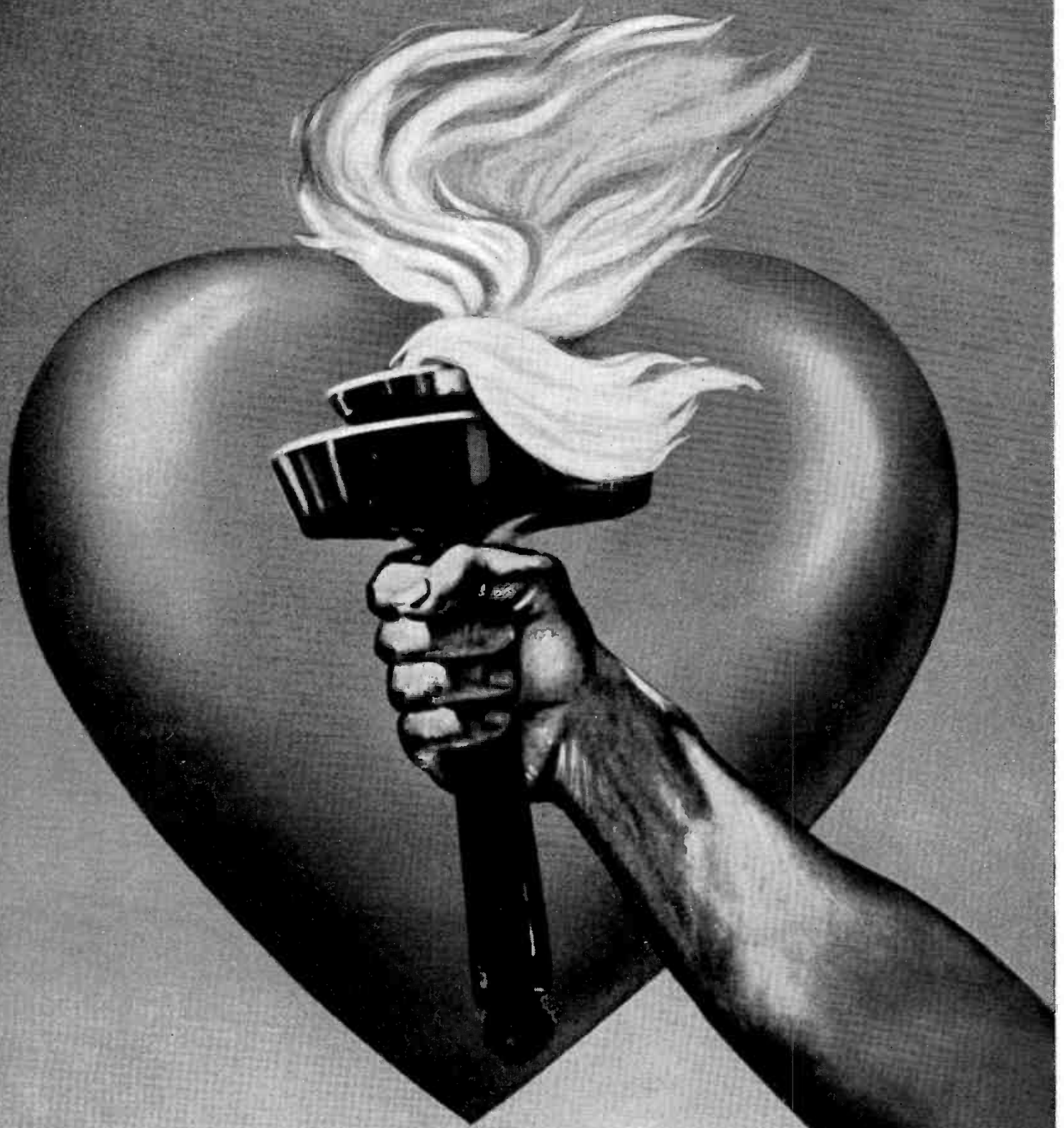
*The better you are with the best we have (and we haven't any other), the more people realize the advantages of the film medium. Such as being able to shoot anywhere in the world, to create any kind of visual effect, to edit with*

*exacting precision, to draw upon the finest creative talent available and to have superb quality prints for easy shipping to local stations. And on and on down the list to include the expertise of our film engineers who work with your laboratory to help make sure your commercials are delivered color perfect.*

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**HEART FUND**

KRLD Dallas, WWL New Orleans, and KWKH Shreveport, La.). The Astros Spanish-language network includes some 80 stations in Mexico, Central and South America. The club will televise at least 14 road games although no color telecasts are contemplated because of cost. On radio 162 regular-season games will be broadcast plus about 20 spring training games. Pregame and postgame shows will be packaged as sponsored shows with Montsano Chemical through Doyle Dane Bernbach taking half. English play-by-play plus pregame and postgame duties will be performed by Gene Elston, Loel Passe and Harry Kalas. Heading the Spanish-language crew will be Rene Cardenas and Orlando Sanchez Diago.

**Los Angeles Dodgers** ■ In its 11th consecutive year of television coverage of the Dodgers, KTTV(TV) Los Angeles has added two more exhibition games than last year to what always has been a sparse schedule, making a total of four this year. As usual, regular-season games on TV will be limited to the nine played against the Giants in San Francisco. All 13 games—regular season and exhibition—will be in color. The station also reports that it's "entirely possible" that additional games may be telecast as the season progresses. KFI Los Angeles will be the originating station for radio coverage of 27 exhibitions and the entire regular Dodger schedule on a regional network of eight stations in California and one station in Nevada. In addition, KHAI Honolulu and KOY Phoenix also may possibly pick up the network feeds. KOY would in turn feed the radio broadcasts to seven other stations in Arizona. KWKW Los Angeles, a Spanish-language station, will originate Dodger home play-by-play broadcasts for Latin audiences and pick up most road games from KFI. Pregame and postgame shows are sold as a radio-TV package and are simulcast. Packard-Bell through Sachs, Finley & Kaye will sponsor the pregame activities. LMD Chevrolet (Chevrolet Dealers Association of Southern Calif.) through Eiseman, Johns & Laws, and Knudsen Creamery out of Grey Advertising will share in sponsorship of the postgame program. Announcers for all the broadcasts are Vin Scully and Jerry Doggett.

**New York Mets** ■ In its second year of a five-year contract, WOR-TV will broadcast 120 Mets games, three of them exhibitions. All 74 home and 43 road games will be in color. Fewer night games will be televised this year (70 in 1967, 55 in 1968). *Kiner's Corner* with Ralph Kiner, sponsored by Chrysler Corp. through Young & Rubicam and Moore Paints through Dreher, each with a half, will be both a pre and postgame show. Mr. Kiner

also announces the games with Lindsey Nelson and Bob Murphy on both radio and TV. WJRZ Hackensack (Newark), N. J., also in the second year of a five-year contract, plans to feed 192 games including 29 exhibitions to WGLI Babylon, N. Y., as part of a five-year contract, and to a regional network in New York, New Jersey, Connecticut, Pennsylvania, Massachusetts, Rhode Island, New Hampshire, Vermont and Maine. A total of 31 stations have already been contracted for or are negotiating, and more stations are expected to be added to the lineup. The Mets have finally returned to New York City through the addition of WABC-FM New York to the network. The pregame show *Mets Intro* and postgame *Scoreboard* are announced by Bob Brown.

**Philadelphia Phillies** ■ WFIL-TV Philadelphia is televising all Phillies games in color this year for the first time. The station will television 59 regular season games plus two exhibitions. Three 10-minute pregame shows with Stan Hochman, Les Keiter and Richie Ashburn and a 10-minute postgame wrapup with Bill Campbell will be carried by all five stations of the TV network. WCAU Philadelphia this year acquired radio rights to Phillies games and plans to carry 20 exhibitions in addition to the regular-season contests. Most of the 23-station radio network will carry the two 10-minute pregame shows and the five minute postgame show. Byrum Saam, Bill Campbell and Richie Ashburn will do the air work on radio-TV.

**Pittsburgh Pirates** ■ KDKA-TV Pittsburgh will televise 38 road games of the Pirates this season and, for the first time, all the TV games will be in color. The three Pennsylvania stations in the TV network will carry the pregame and postgame shows in addition to the games. KDKA Pittsburgh will feed regular-season contests plus 30 exhibition games to a 30-station network in Pennsylvania, West Virginia and Maryland. The pregame and postgame shows on KDKA will not be fed to the network. Bob Prince will handle radio-TV play-by-play and will be assisted on radio by Jim Woods and Nelson King. Tom Bender will join in for the pregame and postgame radio shows.

**St. Louis Cardinals** ■ KMox St. Louis again will feed one of the biggest baseball radio networks, totaling over 100 stations, with a package of 182 games including 20 pre-season events. Pregame and postgame show feeds to the network also are for local sale. KSD-TV St. Louis will feed a color package of 24 regular-season games plus one exhibition to a TV network of 16 stations in Oklahoma, Nebraska, Iowa, Kansas and Arkansas. KSD-TV is selling a total of 20

minutes per game this season. Announcers for both radio and TV are Harry Caray and Jack Buck.

**San Francisco Giants** ■ KTVU(TV) Oakland-San Francisco, which has been telecasting Giants baseball for seven years and owns the TV rights to these games, has scheduled 19 color telecasts, including two exhibitions. Nine of these, as has been traditional, will be Dodgers games from Los Angeles. Last year 18 of the 19 telecasts were in color. The pregame show will be sponsored by Volvo Dealers through Carl Aly Inc. Postgame show sponsors will be Household Finance through Needham, Harper & Steers; and United Vintners through Honig-Cooper & Harrington. KsFO San Francisco, in its 11th year with the Giants, will carry 12 exhibitions in addition to the regular-season contests to an 18-station radio network in California, Arizona and Hawaii. A feed also will be made to the Alaska Broadcasting System in Anchorage. Armour & Co. through Young & Rubicam, Western Airlines through BBDO, Wheaties through Knox-Reeves and Kaemper Barrett (Packard-Bell) through Gross, Cappel, Pera & Rockey will sponsor the pregame shows on radio. The radio-TV play-by-play and adjacent programs will be handled by Russ Hodges and Lon Simmons, with Bill Thompson added on play-by-play on radio.

## Coty shift adds

### \$4 million to DK&G

Delehanty, Kurnit & Geller, New York, has been chosen by the Coty Division of Chas. Pfizer & Co., New York, as the agency for the Coty Originals cosmetic line and new-product line, which had been at Warren, Muller, Dolobowsky, New York. Coty projected the 1968 billing at \$4 million, with \$3 million of it in broadcast.

The Coty billing is the largest at DK&G, according to an agency spokesman. He said the agency now is billing about \$14 million annually.

## Marschalk inks Sheaffer Pen

The W. A. Sheaffer Pen Co., a Textron Inc. company, has named the Marschalk Co., New York, as its agency. Marschalk already handles Textron's corporate advertising as well as that of its Speidel Corp. and Gorham Corp. subsidiaries. Sheaffer billed about \$1 million in all media in 1967. Post-Keyes-Gardner Inc., Chicago, had the Sheaffer account. Marschalk and Scripto Inc., Atlanta, another writing instrument manufacturer, have parted by "mutual consent."

# The high cost of drab ads

## Whitehead tells TVAR clinic how flair can get new products quicker acceptance

Innovation and creativity in launching new products can cut the cost of introduction, according to Commander Edward Whitehead, who has expertise on the subject. He is chairman of Schweppes (USA) Ltd., which successfully added two new products, Schweppes Bitter Lemon and Bitter Orange, to the existing Schweppes tonic line.

In accepting the Television Advertising Representatives' sixth annual Owl award in New York last week, Commander Whitehead said that the advertiser, of course, can be successful in new-product introduction with a conventional approach "but it would probably take him longer and cost more."

"One can achieve a break-through," he continued, "by sheer weight of advertising—good, bad or indifferent. But given some degree of creativeness, flair, or panache, it is possible to achieve the same or better results at far less cost. It is not dollars, but creative ability that makes the advertising and the rest of the marketing mix unusually noticeable and effective."

But, he said, "only a few firms innovate—introduce products and concepts that are not copies of others." Often, he said, "corporate conformity precludes the creative approach to management."

**Moving Out** ■ Commander Whitehead, who appears in Schweppes TV commercials in the U.S., said his participation would be phased out. He said



Robert McGredy (l), TVAR president, presents the award to Commander Whitehead.

he was "getting out while the going's good; before we have to contemplate the last advertisement of the series, depicting a magnificent cortege." He said Schweppes now can afford to make a change, permitting him to move out of the advertising "and concentrate on my main function, the further development of Schweppes, Roses and other companies in North America for which I am responsible."

He said that David Ogilvy of Ogilvy & Mather had the idea of Schweppes featuring its president in the advertising. That, Commander Whitehead said, was innovative and creative followed by the build-up of a campaign that "with minor variations on a theme, has stood the test of time over a period of 15 years."

Commander Whitehead was presented with a crystal owl, the symbol of TVAR's award, which is given to a company's chief executive who has made "conspicuous progress through his exercise of creative management ability." The luncheon was a feature of TVAR's annual creative management conference, held in closed sessions and attended by executives of TVAR-represented stations.

## L&M to reduce football ads

Another tobacco company has responded to letters from Senators Robert Kennedy (D-N.Y.) and Warren Magnuson (D-Wash.) urging abandonment of football telecasts as vehicles for cigarette commercials. Liggett & Myers Tobacco Co. last week said it intended to reduce its professional football TV-advertising commitment by two-thirds.

Liggett & Myers, one of two firms that hadn't responded until last week (Philip Morris Inc. was still to be heard from last Thursday), said one 60-second commercial in each of 16 National Football League games was being contemplated, although the decision was not definite.

In its letter to the senators, L & M noted that the percentage of over-21-year-olds viewing professional football on television averaged from 73% to 78%, and added that it is the company's policy to direct commercial messages "to mature, adult audiences."

The tobacco company's letter ends: "We concur in [the senators'] expression that continued discussions with the staff of the Senate Commerce Committee will be productive." Senator Magnuson is chairman of that committee.

In all, six major tobacco firms were asked to forego TV football (BROADCASTING, Feb. 12). The only company to capitulate entirely to the request was

P. Lorillard. R. J. Reynolds. American Tobacco and Brown & Williamson resisted the senators' arguments in varying degrees. Brown & Williamson noted, however, that it was not sponsoring any football telecasts and had no plans to do so.

## Katz's summary lists 30-second TV rates

Prime-time 30-second rates are included for the first time in the new edition of Katz Television's "Spot Television Cost Summary," issued last week.

The new edition, number 42 in a continuing series published by Katz as a tool for quick estimating of spot-TV costs for groups of markets, recognizes growing advertiser-agency interest in the 30-second commercial length but also notes that the pricing pattern for 30's is still developing.

When a more uniform pricing policy emerges, Katz said, the summary's estimating formulas will be expanded to include 30's.

The new summary gives prime-time rates for 30's, for half-hours and for 20-second announcements on a market-by-market basis, (using the second-highest rate in each market). with cumulative totals for the first 10 markets, first 20, first 30, etc. Similar data on one-minute prices, expressed as the rate for six announcements a week, are given for daytime, early evening, transition-preceding, late-news and late-night periods. "Transition preceding" is the rate in effect for most of the half-hour immediately preceding the start of evening network time, and in some cases it is also the prime-time rate.

Katz said that 30-second rates are not offered by some stations in markets below the top 100 and that consequently the new summary provides cumulative totals for 30's only for the top 100. For the other lengths cumulative totals are given through the top-200 markets.

**30's Mostly Higher** ■ In some markets the summary indicates prime 30's are priced the same as or lower than 20's, but on the whole they are priced somewhat higher. At the one-time rate, for example, a prime-time 30 in each of the top-10 markets would cost \$16,015 as compared to \$14,200 for a prime-time 20 in each of the same markets. A 30 in each of the top-50 markets would total \$29,920 as against \$27,170 for a 20.

Although the summary does not indicate 30-second rates for periods outside of prime time, authorities have estimated that while policies vary from station to station, daytime 30's tend to be priced at 60% to 70% of daytime minute rates.

The summary's use of second-highest

# BAR network-TV billing report for week ended Feb. 11

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended Feb. 11, 1968 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Feb. 11	Total dollars week ended Feb. 11	1968 total minutes	1968 total dollars
	Week ended Feb. 11	Cume Jan. 1-Feb. 11	Week ended Feb. 11	Cume Jan. 1-Feb. 11	Week ended Feb. 11	Cume Jan. 1-Feb. 11				
Monday-Friday Sign-on-10 a.m.	\$ 145.8	\$ 145.8	\$ 93.3	\$ 498.3	\$ 359.8	\$ 1,942.7	85	\$ 598.9	412	\$ 2,586.8
Monday-Friday 10 a.m.-6 p.m.	1,363.6	7,417.3	3,226.2	19,726.0	2,376.1	15,101.2	983	6,965.9	5,327	42,244.5
Saturday-Sunday Sign-on-6 p.m.	2,183.4	7,254.3	753.0	8,523.7	526.4	3,087.0	274	3,462.8	1,395	18,865.0
Monday-Saturday 6 p.m.-7:30 p.m.	585.7	1,884.7	660.0	3,564.8	710.0	4,553.5	94	1,955.7	460	10,003.0
Sunday 6 p.m.-7:30 p.m.	405.9	1,351.1	240.9	1,633.2	187.8	1,146.8	26	834.6	141	4,131.1
Monday-Sunday 7:30 p.m.-11 p.m.	6,024.3	31,484.5	6,819.2	40,251.3	6,722.6	37,706.2	433	19,566.1	2,471	109,442.0
Monday-Sunday 11 p.m.-Sign-off	397.8	1,622.2	35.3	277.3	410.7	2,348.9	77	843.8	376	4,248.4
Total	\$11,106.5	\$51,159.9	\$11,827.9	\$74,474.6	\$11,293.4	\$65,886.3	1,927	\$34,227.8	10,582	\$191,520.8

rather than highest rates in each market was initiated in summary number 41 as being "a more realistic measure" of spot costs. To permit comparison with earlier summaries, however, the new one includes a table showing what the totals (in groups of 10 markets) would be if the highest rates in each market were used.

This indicates the difference between the most expensive and second most expensive rate for a prime-time 20-second announcement in each of the top-10 markets is \$1,625—\$15,825 at the highest priced rate and \$14,200 at the second highest priced.

Spot-TV-cost summary 42 is based on rates published as of Sept. 15, 1967. Copies are available from the research department of Katz Television, 245 Park Avenue, New York 10017.

## New management set for McCann

The composition of a new management team at McCann-Erickson Inc., New York, key agency in the Interpublic Group of Companies, was announced last week.

Paul Foley, newly elected president and chief executive officer and chairman of the Interpublic subsidiary, said that Chester L. Posey, an executive vice president, has been named vice chairman; Frank A. Armstrong, another executive vice president, has been named chairman of the agency's executive policy committee, and three other men—Thomas P. Losee, manager of McCann's Houston office; Robert S.

Marker, manager of the Detroit office, and David Ricaud, management service officer in New York—have been named executive vice presidents.

McCann's new team also includes Murray Hillman, executive vice president and head of McCann's strategy center; Carl Johnson, executive vice president and manager of the agency's Chicago office; Marvin Corwin, executive vice president and management service officer in New York; George Hatch, newly elected treasurer, and William Mulvey, executive vice president and management service officer.

Messrs. Foley, Posey, Armstrong, Mulvey, Johnson, Hillman, Marker, Losee, Ricaud, and Eugene Kummel, president of McCann-Erickson International, constitute the agency's executive policy committee.

The committee, until recently headed by Marion Harper Jr., one-time Interpublic chairman, will meet at least once a month, McCann officials said.

Mr. Foley said last week that McCann billings were up in 1967, totaling \$475 million worldwide, \$285 million domestically. Of the domestic billings, approximately 52% went into television. Electronic media are garnering an increasing proportion of McCann's outlay, officials said, and according to Mr. Foley, "radio is coming back pretty well."

## Business briefly . . .

**National Federation of Coffee Growers of Colombia**, New York, through Doyle Dane Bernbach, same city, is test marketing new "One for the Pot" campaign in Pittsburgh and Syracuse, N. Y. TV (20-second spots) and radio (30-second



Chester Posey (l) and Frank Armstrong.

spots) are being used in 13-week effort to tell consumers that Colombian coffee is so rich, one doesn't need a spoonful for the pot. Campaign may go national and will run concomitantly with familiar "Juan Valdez" series.

**STP (Studebaker Division)**, through Media Buyers Inc., both Des Plaines, Ill., will sponsor Wayne Newton's first network TV special, *One More Time*, on ABC-TV, April 8 (8:30-9:30 p.m. EST). With Mr. Newton will be Tennessee Ernie Ford, Count Basie, Frankie Laine, Kay Starr, Les Brown and others. Special is a joint production of George Schlatter-Ed Friendly Productions and Newton-Amato-Newton Enterprises.

**Waste King Universal**, subsidiary of Norris Industries, Los Angeles, through





# The Norelco "Little Shaver" does everything its big brother, the PC-70, can do ...and gets around a lot more.

This is the new Norelco PCP-70 Portable Color Television Camera. We call it the "Little Shaver" for short.

Like its big brother, the PC-70, which is used on the majority of top network live



and taped shows, it employs the exclusive Norelco 3-Plumbicon\* tube system that provides the truest color, highest resolution and maximum sensitivity available today.

The "Little Shaver" goes where the action is.

Sports. News and documentaries. Political events . . . just about anywhere a man can go.

The "Little Shaver" is fully compatible with the camera control unit of the PC-70 studio camera. Thus, present PC-70 owners have an even greater advantage in that they can have the versatility of the PC-70 with



no further expense for control equipment.

Instantly accepted by all the major networks, the Norelco PCP-70 is the portable that gives you the

world's best color television picture.

If you want faithful color reproduction in a port-



able camera, you want the "Little Shaver." For a live demonstration and technical data, call or write our representative, Visual Electronics.

\*Registered trade mark for television camera tubes.



**Norelco** PHILIPS BROADCAST EQUIPMENT CORP.

299 Route 17, Paramus, N.J. 07652 • 201/262-7300

Hixson & Jorgensen, Los Angeles, is preparing its most extensive campaign in years. Major push that will include TV is expected soon for Waste King's dishwasher and disposer lines with special emphasis during peak buying seasons, Mother's Day and Christmas.

**Wolverine World Wide Inc.**, Rockford, Mich., has begun an intensive campaign through MacManus, John & Adams, Bloomfield Hills, Mich., for its spring-summer line of Hush Puppies casual shoes. In its biggest TV schedule to date, Hush Puppies will be advertised in spots on NBC-TV's *Today* and *Tonight* shows, Saturday morning cartoons, daytime shows and sports programs, including CBS-TV Golf Classics.

## Two firms join for tape commercials

A joint enterprise for the production of video-tape commercials was announced last week in New York by the Directors Group Inc. and the Videotape Center Inc. The new corporation, Directors Group-Videotape Center Inc., brings together the creative talent of the

group's six directors and the center's integrated tape facilities.

DGI continues as an independent company for the production of filmed commercials and programs, but all tape projects will be channeled through the new company.

Videotape Center will continue to produce commercials with its two staff directors, and its facilities will still be available for program production, but not for commercial production by competitive producers.

Directors Group was founded in New York four years ago by Phil Landeck, Ben Gradus, John Ercole and Fred Raphael. They were joined in January by Joe Bologna and William Garroni. In addition to an estimated \$2 million a year in commercial-production activity, the group produces Shell Oil's *Wonderful World of Golf* on NBC-TV and industrial and government films.

Videotape Center, founded nine years ago, is jointly owned by MGM and the 3M Co. Its commercial production volume is estimated at \$5 million to \$6 million a year. Recent program productions include George Schaffer's production of "St. Joan" on NBC-TV.

## PKL and Quaker Oats go separate routes

Papert, Koenig, Lois Inc., New York, cut its ties with Quaker Oats Co., Chicago, last week citing unprofitability of the account as the major reason.

Termination of the contract by mutual agreement means PKL loses about \$2 million annual billings for such Quaker products as Puss 'n Boots cat foods and Diet frosted wheat puffs.

Norman Grulich, PKL president, said the Quaker assignment had "proven unprofitable for three of the five years we have been servicing the account." PKL spokesmen say the agency asked Quaker some time ago to agree to the contract's termination in view of the agency's falling earnings (see page 82).

Quaker officials said termination of the agreement meant an improvement in marketing efficiency. The company intends to place the former PKL account with one or more of its other agencies, a spokesman told BROADCASTING. Quaker placed \$13.1 million in network TV in 1967 for all products, the Television Bureau of Advertising has reported.

## THE MEDIA

## FCC hones CATV rules

Will require protection even if TV doesn't put signal over cable community

The FCC has developed a tough new policy aimed at giving sharper definition to its picture of the CATV industry as an instrument for helping the commission implement a TV allocations plan that is geared to local service.

In general, it will require CATV systems to accord local stations carriage and nonduplication protection, regardless of whether the stations provide a viewable signal in any part of the CATV community. Lack of such a signal because of terrain or other factors had been considered grounds for a waiver of the rules providing that protection.

In return for that kind of protection, however, the stations will pay a price. They will be required to demonstrate that they are determining and meeting the viewing needs of the community involved.

The pronouncement was contained in a cease-and-desist order issued against

the operators of four Scranton-Wilkes-Barre, Pa., area CATV systems in a case involving the commission's carriage and nonduplication rules. The commission vote was 5 to 2, with Commissioners Lee Loevinger and Robert T. Bartley dissenting.

**Systems** - The systems involved are Shen-Heights TV Association of Shenandoah; City TV Corp. of Mahanoy City; Schuylkill Valley Trans-Video of Brockton, and Ashland Video Co. of Ashland. All carry the signals of Philadelphia stations, but not all have provided the local stations carriage or nonduplication protection. The commission directed Shen-Heights, Ashland and City TV to stop carrying the distant signals that duplicate those of the Wilkes-Barre-Scranton stations seeking protection, WNEP-TV and WBRE-TV (and WDAV-TV in the case of City TV). In addition, Ashland was told to carry the signals of those local stations. Schuylkill Valley, which has a five-channel system, was permitted to continue giving the local stations the limited protection it is now affording them.

The commission spelled out the new policy in discussing the factors to be considered in determining whether or not rule waivers should be granted. Such matters as the economic impact and unfair competition of CATV systems traditionally have been considered.

But another public-interest factor that must be taken into account, the com-

mission said, is the "important allocations consideration." The commission noted that the carriage and nonduplication rules are designed to assure that CATV systems contribute to "a fuller effectuation" of the allocations plan "without suffering adverse effects."

**More Required** - But the matter shouldn't end with mere avoidance of adverse effects, the commission said, adding: "CATV, as an interstate communication by wire which makes integral use of TV broadcast signals and particularly affects the service areas of stations, must observe the carriage and nonduplication requirements of our rules even though a viewable off-the-air picture is not available in any part of the CATV community. . . ."

The commission made clear that that policy consideration, "which is based upon the all-important peg of local service," extends to the role of the local station. It said the station's responsibility of serving as an outlet for its entire service area is heightened when the station's signal is brought into a community for the first time and accorded nonduplication protection.

"Where a waiver request is denied on the allocations ground," the commission added, "we shall therefore require a specific showing by the local station at renewal time as to its efforts to ascertain and serve as a local outlet for the community in question (e.g., through appropriate news and public-

# The package carrier that never sleeps



## Your packages go 24 hours a day, 365 days a year, by Greyhound Package Express

Greyhound Package Express is the wide-awake way to get your packages *where* you want them. Ship anytime 'round the clock, days, nights, weekends, and holidays, too! Your packages can go wherever Greyhound goes, and Greyhound goes just about everywhere in the U.S.A. When you ship by GPX,

your packages travel on fast, frequent "people" schedules, aboard regular Greyhound buses, serving more than 25,000 cities, towns and villages. Very often, packages shipped by GPX get where you want them in a matter of hours. Sometimes even faster than if you shipped them by air. Before you

make your next shipment, remember GPX. Ship C.O.D., Collect, Prepaid, or open a Charge Account. Extra savings on lot shipments also available. For information on service, rates and routes, call Greyhound or write: Greyhound Package Express, Dept. 8-B, 10 South Riverside Plaza, Chicago, Ill. 60606.

### It's there in hours and costs you less

For Example	Buses Daily	Running Time	20 lbs.	30 lbs.	40 lbs.*
NEW YORK— PHILADELPHIA	32	2 hrs.	\$1.75	\$2.05	\$2.30
LOS ANGELES— SAN DIEGO	33	2 hrs. 15 min.	1.50	1.70	1.95
CHICAGO— MILWAUKEE	28	1 hr. 50 min.	1.75	2.00	2.20
RICHMOND— NORFOLK	19	1 hr. 45 min.	1.85	2.10	2.40

Rates subject to change. \*Other low rates up to 100 lbs. Lot shipments, too.



One of a series of messages depicting another growing service of The Greyhound Corporation.



## **Sure your programming looks good in color. But how does it look in black and white?**

It might look like this if you're operating cameras without separate luminance.

But, you needn't worry, if a separate luminance channel is carrying your black and white signal.

It's something you don't even have to think about with General Electric's PE-250 live color camera. Even if your picture is misregistered 1%, as the one above is.

The PE-250 delivers perfect color and

perfect black and white all the time. Why? Separate luminance, registration stability, common sweep amplifier, negative registration. All are key factors in making the PE-250 the broadcasters' preferred image builder—for both black and white, and color.

The PE-250 is so dependable three major networks in North America use it, the largest remote network in the world uses it, and it's the only live color camera permanently installed in a blimp. GE-54.



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# If you don't believe your eyes, call and ask to see our "81%" presentation.

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Visual Communication Products Department  
117 S. Main St.  
Mt. Prospect, Illinois 60056  
312 • 255-3200

## CLEVELAND

General Electric Company  
Visual Communication Products Department  
910 Williamson Building  
Cleveland, Ohio 44114  
216 • 781-6822

## DALLAS

General Electric Company  
Visual Communication Products Department  
Room 400, 4447 N. Central Expwy.  
Dallas, Texas 75205  
214 • 526-0426

## HOLLYWOOD

General Electric Company  
Visual Communication Products Department  
Room 304, 3518 W. Cahuenga Blvd.  
Hollywood, California 90028  
213 • 466-5241

## KANSAS CITY

General Electric Company  
Visual Communication Products Department  
3628 West 95th Street  
Leawood, Kansas 66206  
913 • 649-7131

## NEW YORK

General Electric Company  
Visual Communication Products Department  
Graybar Bldg., Room 2613  
420 Lexington Avenue  
New York, New York 10017  
212 • 751-1311

## SYRACUSE

General Electric Company  
Visual Communication Products Department  
1900 Brewerton Road  
Mattydale, New York 13211  
315 • 456-3686, 2165

## WASHINGTON, D.C.

General Electric Company  
Visual Communication Products Department  
777 14th Street, NW  
Washington, D.C. 20005  
202 • 393-3600

Visual Communication Products Department,  
Electronics Park, Syracuse, New York 13201

**GENERAL ELECTRIC**

BROADCASTING, February 19, 1968

service announcements, etc., coverage)."

Waivers of the rules where the allocations factor is involved will be given "only upon a substantial showing of unusual or exceptional circumstances," the commission said. A small system that establishes that it would have to bear an "inordinate expense" to obtain the local signal would have a good chance for waiver. So would a five-channel system with no excess capacity that is not carrying the local signal; the commission said that, to avoid disruption of service, it would not apply the allocations policy to waiver requests filed by such systems that began operating before March 17, 1966, the effective date of the CATV rules.

**New Policy** ■ The commission, which noted that CATV systems have sought carriage and nonduplication rule waivers because the local station was not putting a viewable signal into the CATV community, said: "To the extent that prior rulings have not taken into account the allocation policy so important to the public interest, they are superceded."

The systems involved in the cease-and-desist order had focused on the availability of a viewable signal from the local stations. The commission said that, under that approach, there would be "an adequate basis in the record now before us to support a waiver" for the systems in Brockton and Mahanoy City, although not in Ashland and Shenandoah.

The commission said "a viewable picture from the local television stations is received in a significant portion" of Ashland and Shenandoah—and in that connection, indicated a further toughening of commission attitude on waivers.

It said that although a particular waiver application might not affect a larger number of viewers, the cumulative effect of several could have a serious impact on local broadcasters. "Consequently, where the local station or stations provide acceptable service to any significant part of the CATV community," the commission said, "a waiver of the nonduplication provisions will be granted only upon substantial showing of unusual or exceptional circumstances. . . ."

**No Grounds for Waiver** ■ The commission said the unfair competition and economic impact policies militate against waivers in the case of the Shenandoah and Ashland systems, and the allocations policy works against them as well as the system in Mahanoy City. And none of these systems, the commission said, makes the showing necessary to merit a waiver.

The systems had claimed that the communities involved are oriented toward Philadelphia. But the commission

rejected this argument—again on the basis of its allocations policy that is designed to provide a multiplicity of local outlets responsive to local needs rather than a few stations serving vast areas and populations. "It is the licensees of the Scranton-Wilkes-Barre stations which are obligated" to meet the needs and interests of their area—not the licensees of the Philadelphia stations.

The commission was similarly unimpressed by the systems' argument that they should be allowed to continue operations that had been in effect prior to the promulgation of the rules. If the fact that the rules require a change in existing practices were considered an adequate basis for excusing noncompliance, the commission said, "the benefits to be accomplished by the rule changes would be defeated."

## RKO General to buy WAST(TV) Albany

Plans for the purchase of WAST(TV) Albany, N. Y., by RKO General Inc., New York, from Glen Alden Corp. were announced last week by John B. Poor, president of RKO General, and Leonard Lane, vice chairman of Glen Alden.

The acquisition, which is subject to "the completion of appropriate agreement" and FCC approval, would give RKO General its sixth VHF television station, five in the U. S. and one in Canada across the river from Detroit. The FCC limits multiple owners to five V's in the U. S.

WAST, on channel 13, is a primary affiliate of ABC-TV in the Albany-Schenectady-Troy market. RKO General officials said they planned no changes in WAST personnel.

The station is licensed to Van Curler Broadcasting Corp. and was owned by Stanley Warner Corp., operator of a theater chain among other interests. Stanley-Warner was acquired by Glen Alden through merger (BROADCASTING, Jan. 1). Glen Alden is a highly diversified corporation with interests in textile, apparel, retailing, chemicals and construction materials as well as motion-picture theaters. It is largely owned by McCroby Corp.

RKO General stations, operated by the RKO General Broadcasting Division, are KKLW-AM-FM-TV Windsor, Ont. (Detroit); WOR-AM-FM-TV New York, WNAC-TV and WRKO-AM-FM Boston, KHJ-AM-FM-TV Los Angeles, KFRC-AM-FM San Francisco, WGMS-AM-FM Washington and WHBQ-AM-TV Memphis. RKO General is owned by General Tire & Rubber Co.

# ABC Radio plans affiliate boards

## REVEALS NEW SPONSORS ON NETWORKS' LISTS

ABC last week released a list of top-dollar radio advertisers and said it was going to establish an affiliates advisory board for each of its four radio networks.

ABC has not had some of the advertisers for months; it has not had a radio affiliate organization for almost

nine years.

Plans for initiating an affiliates' advisory board were announced by Earl Mullin, vice president for radio station relations for the four networks. Each network will have its own six-man board with a representative from each of six geographic areas.

Members initially will be selected by an informal survey made among affiliates. Ballots have been mailed to affiliated stations of each network in the geographic areas.

**Interim Boards** ■ Membership of the four preliminary boards, which will serve in an interim capacity, will be announced during the National Association of Broadcasters convention in Chicago, March 29-April 3. ABC Radio has suggested that the interim boards hold organizational meetings in Chicago, but network officials stressed that selection of the four boards is in the hands of the stations.

"As our four-network concept is based on services which we believe are more compatible with local radio formats than ever before, the recommendations of the various boards will be extremely important in all our future decisions on programming and services," Mr. Mullin said.

Perhaps the best news ABC affiliates could hear from New York was the word from ABC Radio President Walter Schwartz. He said last week that virtually all of the advertisers that sponsored news, sports and features on ABC in the first quarter of 1967 are back on ABC this quarter.

**Only Four Lost** ■ With the exception of advertisers on programs no longer on ABC, "all but four advertisers with ABC Radio last year are sponsoring shows" on one or more of the four networks, he said.

Mr. Schwartz said that since Jan. 1, when the four services went on the air, a number of new national advertisers have bought time, more than offsetting the few that are no longer with the networks. He said that at least four top-dollar advertisers are joining the list in the second quarter.

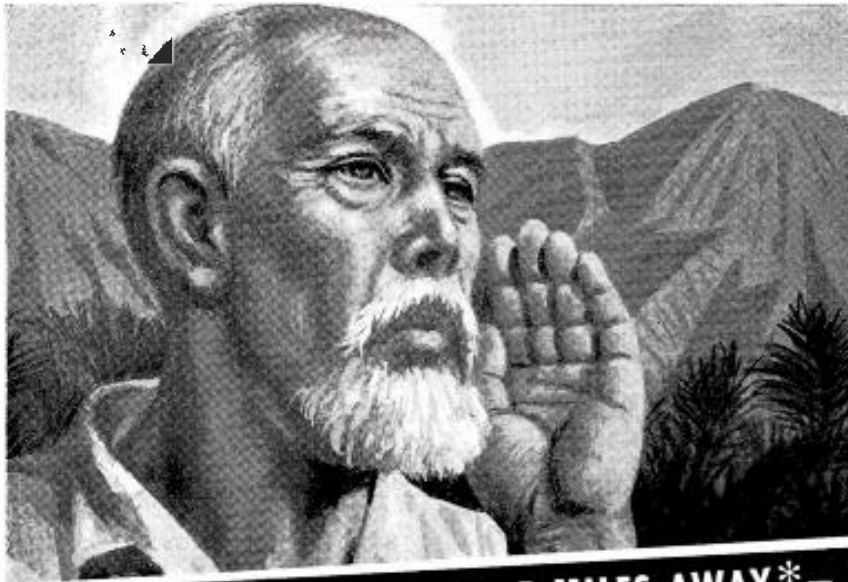
ABC's roster of advertisers on one or more of its four services lists 35 different brands for the first quarter. Eight advertisers—Ford, Cold Power, Pennzoil, Tareyton, Pall Mall, Ultra-Brite toothpaste, United Air Lines, and Florists Transworld Delivery—were not represented during the first quarter of 1967.

ABC Radio affiliates now number 705—134 Contemporary, 251 Information, 192 Entertainment, and 128 FM.

## NAB committee named

Heads of four state broadcaster associations have been named to the program advisory committee of the National Association of Broadcasters annual state presidents conference. The conference will be held Feb. 26-28 in Washington.

Named were: Clayton Brace, KOGO San Diego (California); E.G. Faust, KJAN Atlantic (Iowa); Neal Edwards,



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WJOP GRAND RAPIDS  
WJIM GRAND RAPIDS-KALAMAZOO  
WTRF FM COBLESKIP

TELEVISION  
WKZO-TV GRAND RAPIDS-BATTLE CREEK  
WTVN COBLESKIP-TRAVERSE CITY  
WTRF-TV MAULS STE. MARIE  
KJAN-TV LINCOLN, NEBRASKA  
KJAN-TV GRAND ISLAND, NEB.

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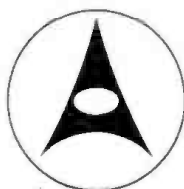


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WMAL-TV Washington (Maryland-District of Columbia-Delaware), and Jack W. Lee, WSAZ-TV Huntington (West Virginia). They will handle the Feb. 27 and 28 sessions.

On Feb. 26, John Pennybacker, executive secretary of the Louisiana Association of Broadcasters, will be chairman of the executive secretaries' session.

## CBS has no comment on Dingell's 'rumor'

CBS refused "as a matter of long-standing policy" last week to comment on an assertion by Representative John Dingell (D-Mich.) that it had "only recently set aside \$20 million for the acquisition of community antenna television systems."

But, a CBS spokesman added: "We have made no bones about the fact that CBS has acquired interests in CATV systems in Canada and San Francisco or that we are exploring further opportunities in this field."

Representative Dingell's assertion of CBS's plans was printed in last Monday's (Feb. 12) *Congressional Record*, in an extension of his remarks introducing legislation to regulate networks and restrict station trading (BROADCASTING, Feb. 12). He included it as an example that networks "are ready to move in-

stantly into whatever new form of [program] distribution may open up."

The CBS spokesman said it was the company's policy not to comment on "Rumors or speculation concerning mergers or acquisitions."

In further comments on the network-regulation bill in the *Record* (also see below), Congressman Dingell added that the FCC's Office of Network Study "is going to be abolished."

For the last two years, he explained, "that office has been idle." Later he told BROADCASTING that the news of the office's impending abolishment came to him on very good authority but he could not reveal his source.

Meanwhile, knowledgeable sources at the commission refused to give any confirmation that the office was scheduled for oblivion.

Mr. Dingell also warned that the growing network interest in CATV systems could threaten the FCC's duopoly rules. Combining networks' excursions into feature film production with network-owned cables' potential capacities of 20 or more channels would make the FCC's rules against two or more video outlets under the same ownership in one community meaningless, he said.

## Court awards crusade \$1,896

The Christ Truth Radio Crusade last week was awarded \$1,896 by a Los Angeles superior court in a suit against

the estate of its founder, evangelist Dr. Dan Gilbert. The religious organization, which sponsors religious radio programs and provides Bibles for prison inmates, contended that Dr. Gilbert made improper expenditures of its funds for private purposes. Christ Truth Radio Crusade, now headed by Charles Stilton, claimed a total of \$104,529.36 from Dr. Gilbert's estate. But the court held that Dr. Gilbert only had paid a few personal bills out of the religious group's funds.

Dr. Gilbert was shot in a California motel in 1962. During the week-long trial it was estimated that the crusade has assets of more than \$900,000.

## KREX becomes II-A on 1100 kc channel

KREX Grand Junction, Colo., won FCC approval last week to begin operating full time on 1100 kc, one of the 13 clear channels the commission broke down in 1961.

The commission order authorizes KREX to operate unlimited time on the frequency with 10 kw at night and 50 kw daytime. The station is required to use a directional antenna at night and during critical hours. KREX now operates unlimited time on 920 kc with 500 w at night, 5 kw daytime.

Opposing petitions of NBC and Westinghouse Broadcasting Co., licensees,

## Dingell muddies the waters on network bill

Last week Representative John Dingell (D-Mich.) went before commercial TV cameras to defend the strong television-network-regulation bill he introduced (with cosponsors John Moss [D-Calif.] and Richard Ottinger [D-N.Y.]) the week before (BROADCASTING, Feb. 12). But parts of his defense raised more questions than were answered on specific provisions of the bills themselves—or at least on the legislative intent behind them.

Taping a segment of Metromedia's *Opinion: Washington* at WTTG(TV) for showing on Sunday (Feb. 18) Mr. Dingell said networks would still be able to produce programs under the network-regulation bill because they would still be allowed to offer network fare during "two out of the four hours of prime time," but one section of the bill (H.R. 15267) while not prohibiting production, does prohibit "any television network from offering to any television licensee, other than a licensee controlled by or under common control with

such television network, programs for network exhibition in which said television network . . . has any ownership interest."

And in response to a question on free speech, Mr. Dingell replied: "Well, the bill we are referring to, to regulate the networks, doesn't go into program content." The bill does, however, have a section that requires the networks to offer "balanced" program fare, presumably leaving it to the FCC to define "balance." It was explained earlier that this provision was meant to apply to over-all programing and not to the content of individual shows, but the bill—a revised and strengthened version of one introduced last year—does not specifically make this distinction.

Mr. Dingell also defended as a spur to program production the provision added to the original bill prohibiting networks from owning a majority interest in any other firm (excluding stations to the limit now provided for). "Forms of entertainment

such as baseball teams are owned by networks," he explained. "I don't think that networks should really be in the business of owning these things. I think they ought to be in the business of producing the highest-quality programing possible."

At one point Mr. Dingell indicated that it would probably be all right under the bill for a person owning a (network) corporation to buy a ball team but not all right for the corporation to do so. But the bill specifically rules out "any person controlling, controlled by, or under common control with such network from directly or indirectly owning, operating, controlling, having a majority interest in or serving as an officer, director, employe or agent of any other business organization. . . ."

And returning to the constitutional questions raised, Mr. Dingell observed: "Well, freedom of speech does belong to the networks, but freedom of the press does not belong to radio or television under many, many court decisions."



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respectively, of present and former dominant stations on the I-A channel in Cleveland, were dismissed.

WBC assigned KYW (now WKYC) to NBC on Feb. 17, 1965. Accordingly, the commission said WBC has no standing to oppose the KREX proposal.

NBC had asked dismissal or denial of the KREX application on the ground it would result in objectionable interference to WKYC. But the commission concluded that there was no merit to the claim and that, as a result, NBC had no standing either.

KREX becomes the sixth station to win designation as a II-A, the classification the commission adopted in 1961 for stations that would operate at night on the 13 broken-down clear channels. The aim of the order is to provide more primary service to sparsely settled western areas.

## FCC rebuked by Staggers

Commerce Committee head blasts abandonment of TV-ownership policy

House Commerce Committee Chairman Harley O. Staggers (D-W. Va.) last week indicated that the FCC could expect plenty of trouble ahead as a result of its rejection of a proposed ownership limit on television stations in the top-50 markets, but he didn't spell out exactly when or how the commission would meet its congressional comeuppance.



Mr. Staggers

In a personal statement issued Monday (Feb. 12) Chairman Staggers repeated a charge he had made last year during a hurry-up hearing on the FCC's approval for transfer of a block of Overmyer construction permits (BROADCASTING, Dec. 18) criticizing the commission as "an agency that seems to have forgotten its role as a guardian of the public interest."

Reminding the commission that his Investigations Subcommittee is in the midst of an "intensive" study of the FCC's rules regarding concentration of ownership in television, Mr. Staggers said: "The FCC knows we are inter-

ested in the subject. The FCC knows we plan hearings on it. Yet it has proceeded in a precipitate manner in an apparent attempt to bypass the study and deliberations of the subcommittee."

(The Commerce Committee chairman had announced further hearings into the Overmyer case during the December appearance of the FCC commissioners before the Investigation Subcommittee, of which he is also chairman, but he gave no notice at that time of more general hearings on ownership concentration, although it was known that the Investigation Subcommittee was gathering data on the problem.)

**No Date Set** ■ Later last week he explained that no date had been picked for a hearing on concentration and that the reference in his statement indicated that he expected a hearing to follow as a general consequence of his subcommittee's study, when the time was ripe. His statement gave no hint of a specific timetable, either. In it, Chairman Staggers merely noted that the subcommittee "will continue its research in the subject."

In the statement, Mr. Staggers charged that the FCC was not only forgetting its role as champion of the public interest, it also "seems to have forgotten its role as an agency that is directly responsible to the Congress."

He said the commission's decision to vote down the interim rule (limiting ownership in top markets to three stations, no more than two of them VHF's) without first holding a public hearing was particularly puzzling.

"Here we have a policy that was suggested in 1965 after long and intensive research," he said. "But now the FCC has casually walked away from the problem, at the very moment when solutions are being sought by the Congress. The FCC has proved diligent in its protection of many and varied private interests involved in broadcasting, but the time has come to question the agency's concern with the public interest."

Licenses are issued to serve the public interest, he added, "they are not intended to be vested property rights to be bartered and sold for private gain."

## FCC bureau opposes TV-CATV agreement

The FCC, which in recent months has attempted to gear up its machinery to handle a burgeoning case load involving requests for carriage and nonduplication protection under its CATV rules, may have an intra-agency grem-lin throwing sand in the works—its

Broadcast Bureau.

A complaining TV station and CATV operator currently tied up in litigation before the commission have proposed a private agreement that would resolve the disputed issues and end one of many similar proceedings now in the commission's caseload.

But the bureau has advised the commission that the agreement, in part, doesn't fully accord the station nonduplication protection to which it is entitled. The bureau also wants the parties to provide more information to resolve alleged ambiguities before the commission evaluates the pact. Last month the commission had directed the parties to submit the agreement, and had authorized the bureau to file comments on it (BROADCASTING, Feb. 5).

The station is WBOY-TV Clarksburg, W. Va., which is involved in cease-and-desist proceedings against multiple-CATV-owner Bettervision Systems Inc. Bettervision has system in various Virginia communities including Buckhannon, Shinnston and Pennsboro.

**Questions** ■ Among the questions the bureau raises about the five-year pact are that WBOY-TV asked for simultaneous nonduplication protection instead of same day protection provided for in the rules; that nonduplication protection will not be given the station with respect to the Pennsboro system until it attains 463 subscribers (the bureau notes the rules require a CATV to give nonduplication if the CATV has 50 or more subscribers); that WBOY-TV will maintain the quality of signal the commission requires of TV stations in order to be entitled to carriage and nonduplication protection on CATV's, and that the agreement doesn't allow for changes if the CATV rules are amended or expanded.

The bureau also suggested that affidavits of no consideration be submitted (the pact calls for a consideration of \$1 each) as well as a history of the negotiations in greater detail. WBOY-TV says the commission already has sufficient pleadings in the case.

**WBOY-TV Letter** ■ In a sharply worded letter to the commission last week WBOY-TV said the bureau has raised substantial questions about the business judgments that led to the agreement. It also said it is apparent that unless the additional information is given as requested, the bureau "submits the . . . proceedings must continue" despite the fact that WBOY-TV wants to withdraw its original complaint.

It's the bureau's stated position that once the commission's processes are evoked, "it is incumbent upon the parties to satisfy the commission that their private agreement is consistent with the public interest."

But WBOY-TV noted that the commission's administrative machinery in proc-

essing nonduplication and carriage matters isn't activated until a station makes such a request. And the station said that the public interest is essentially measured by the station's satisfaction that a particular CATV doesn't have an adverse economic impact on its operation, and that the present agreement between it and Bettersvision reflects this satisfaction. "The commission ought inquire no further into the substance of the agreement," it said.

WBOY-TV further warned that for the commission to require the additional information would "greatly retard" all future negotiations between TV's and CATV's designed to eliminate "pointless litigation through private good faith negotiations." The "gravity" of the bureau's position, it said, "cannot be overemphasized."

## Broadcast engineers to hear O'Donnell

General Emmett O'Donnell Jr., president of USO and former commander of U. S. Pacific Air Force, will be the



General O'Donnell

April 2 luncheon speaker at the National Association of Broadcasters' annual Broadcast Engineering Conference. The BEC runs concurrently with NAB's March 31-April 3 convention in Chicago.

General O'Donnell retired from

active military service in 1963 and was named president of USO the following year. He is also associated with Louis Marx Co., Marriott Corp., and is a board member of the Bunker-Ramo Corp.

A second government representative has been added to the list of speakers at the NAB's April 1 labor-relations workshop. William E. Simkin, director of the Federal Mediation and Conciliation Service, will join Sam Zagoria, a member of the National Labor Relations Board on the four-man panel. Two industry representatives will be named later.

In conjunction with the NAB convention, the Intercollegiate Broadcasting System will hold its 29th annual convention in Chicago March 29. Luncheon speaker at the IBS convention will be Newton N. Minow, Chicago attorney and former FCC chairman.

A panel session will feature FCC Commissioner Lee Loewinger; J. Leonard Reinsch, president of Cox Broad-

casting Corp., and Clair McCollough, president of Steinman Stations. The panel will be moderated by Sol Taishoff, editor and publisher of BROADCASTING and Television magazines.

## Comsat rate study delayed until '69

The FCC hearing into the rates of the Communications Satellite Corp. has been postponed until after Dec. 31, 1968, and may never be held. The commission also lifted the requirement that Comsat place its revenues in a deferred-credit account.

The commission last week said Comsat's earnings for the year, on the basis of available data, apparently would not result in an "excessive rate of return." It also said that data is not available that would provide a basis for a formal hearing.

A hearing examiner has been conducting prehearing conferences on the matter since July 1965 (BROADCASTING, July 25, 1965). Since then, efforts have been made to resolve, without a formal hearing, the question of whether or not Comsat's rates are unreasonable.

In postponing the hearing, the commission said: "No prejudice to the pub-

lic interest or the parties . . . would result, in view of operating results to date and projected through 1968, from a deferment of hearings to 1969, and during such period Comsat would gain operational and other experience helpful in an evaluation of the issues . . ."

The commission said it was dropping the requirement that Comsat revenues be placed in a deferred-credit account in order to permit it to maintain regular accounts and to issue conventional financial statements.

The deferred-credit account, which was to prevent Comsat from using its revenues without commission authorization until completion of the rate hearing, was imposed on June 22, 1965. At that time, the commission said last week, Comsat had no commercial operating experience, and there was little information concerning its financial projections or its accounting procedures was available.

The various parties to the rate hearing, including the broadcasting networks, have agreed to the postponement and to the removal of the deferred-credit requirement.

During the postponement period, the commission said, the parties, Comsat and the commission staff will explore the rate issue informally, with a view toward resolving it without a formal hearing. Any agreement would be subject to commission approval.

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# TV spokesman added to panel

AMST's Lindow added to roster for House hearing on spectrum-allocation problem

Strengthened representation for commercial broadcasters was announced on the eve of this year's first congressional probe into spectrum-allocation problems with the addition of Lester Lindow, executive director of the Association of Maximum Service Telecasters Inc., as a panelist in a hearing before the House Small Business Subcommittee on Regulatory Agencies.

But another prospective panelist whose remarks would have been of particular interest to broadcasters didn't make the final roundup. Not appearing on the subcommittee's list, although named earlier (BROADCASTING, Feb. 12), was Eugene D. Rostow, chairman of the President's task force on telecommunications.

It was explained that Mr. Rostow was to be absent from the country on the date set for the panel. Also it was indicated that some task-force staff members questioned the propriety of his participation in a debate on matters now under study by the task force.

The panel discussions, set for Tuesday (Feb. 20) and possibly extending through Wednesday, will begin with statements from James D. O'Connell, director of the White House's Office of Telecommunications Management, and Richard Gifford, chairman of the Joint Technical Advisory Committee and head of General Electric's communications products department.

Not Panelists ■ General O'Connell and Mr. Gifford, staff counsel explained,

had roles as witnesses rather than as panelists because of their official or quasi-official status. Their statements are meant to provide a starting point for the subsequent panel discussion.

Panelists are to be Mr. Lindow; Vincent Wasilewski, president of the National Association of Broadcasters; Seymour Siegel, WNYC-AM-FM-TV New York; William Detwiler, a small-business representative; William Weisz, Motorola Inc., and chairman of the Advisory Committee on Land Mobile Radio Services, and Kenneth Norton, Department of Commerce.

In the hearing announcement issued late last week by Representative Joe L. Evins (D-Tenn.), chairman of the House Select Committee on Small Business, Representative John Dingell (D-Mich.), chairman of the regulatory-agencies subcommittee, (who will conduct the hearing, said the question to be resolved was whether "the allocation of frequencies [was] properly serving today's communications needs, based on existing facts and conditions."

## FCC's corridors see a pray-in

The Rev. John M. Norris, owner of WGCB-AM-FM Red Lion, Pa., is unhappy over the FCC's slow pace of the FCC in processing his applications. He thought things might be speeded up if he brought the word of the Lord to the commission.

So he led a group of six followers to Washington last Wednesday (Feb. 14), with the idea of holding brief prayer meetings outside each commissioner's office door. The group completed only one, however,

at the door of Chairman Rosel H. Hyde, before commission officials asked the band to leave. Deputy Executive Director Stanley McKinley and Fred Goldsmith, the commission's security officer, said the group was disrupting commission business.

No one aid the Norris group was breaking any rules. But Mr. Norris and his followers, feeling they had made their presence known, agreed to leave quietly. They did, however,

manage to get in one more prayer meeting—outside the door of the commission's meeting room, where the commissioners were then meeting.

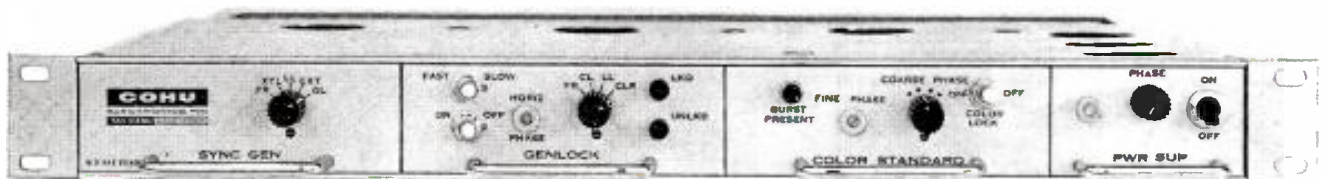
Seen with Mr. Norris (l) in that second prayer are (l to r): his son, John H., who manages the Red Lion stations; William Stough, a trustee of Mr. Norris's Bible Presbyterian Church of York County; Robert Caine, a salesman for the stations; James Norris, the elder Norris's brother; Raymond Martin, an advertiser on the Red Lion stations; and the Rev. William H. Albany Jr., associate pastor of the York county church.

The applications about which the Rev. Norris is concerned are for a new television station on channel 49 in Red Lion and for renewal of the AM and FM stations. The TV application was filed on Dec. 1, 1965; the renewal applications, on Aug. 1, 1966. He has asked for a hearing on the TV application (BROADCASTING, Jan. 22).

The purpose of the prayer meeting, as expressed in a flyer the group left with the commission, is to request God to direct the commission to do justice in its dealings with WGCB. And one of the prayer requests is that the commission "serve the people of our great country and do God's will in granting the licenses and television construction permit of WGCB Red Lion, Pa."



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# Networks, NAB seek rate hike delay

## ASK FCC TO POSTPONE AT&T INCREASE FOR ONE YEAR

The three major networks and the National Association of Broadcasters have asked the FCC to request AT&T to postpone for "at least a year" the effective date of its proposed new tariffs providing higher rates for program transmission. The new rates are scheduled to go into effect April 1.

AT&T, which filed its proposed tariffs on Feb. 1, has indicated it would be responsive to a commission request that the effective date be postponed for a year (BROADCASTING, Feb. 5).

Accordingly, counsel for ABC, NBC and the NAB told the commission that a statement that their request has merit would "remove the great immediate uncertainty confronting broadcast organizations, including individual stations and networks," involving the adjustments needed in their program planning to take "the major rate increases into account."

They said that, based on 1965 usage, the over-all increase for video program transmission would exceed 30%, with the increase for some components climbing more than 200%. They said

that AT&T proposes an increase in revenues from \$66.3 million in 1965 to \$91.6 million in 1968.

**AT&T's Estimate** ■ According to AT&T figures, a one-year postponement would save the broadcasters some \$17 million. Company officials have estimated that amount as the additional revenue that the new rates would produce from broadcasters in 1968.

The groundwork for the letter was prepared on Jan. 31 at a conference of parties to the current commission inquiry into AT&T's rates. The networks' counsel asked AT&T to postpone the effective date indefinitely to permit an "orderly" completion of the present phase of the inquiry, which deals with ratemaking principles.

Counsel for the commission's Common Carrier Bureau said the bureau would support a request for a one-year suspension. It was at that point that the AT&T counsel said the company will be responsive if the commission follows the bureau's recommendation and requests the one-year postponement.

If the commission rejects the request,

the networks and NAB will have the option of petitioning for a three-month suspension of the effective date, which is provided for by law.

Meanwhile, AT&T last week filed its views regarding the ratemaking principles and factors that are applicable in determining the proper rate levels for the principal categories of Bell System interstate service.

**Company's Position** ■ The company restated its view that revenues from each category of interstate service should cover the relevant costs involved in providing that service, including a return on the related investment, and in addition make a contribution toward the over-all earnings of the company.

But it also went on to meet what has been a criticism of that theory—that it provides for a floor for earnings but no ceiling. The company said that, apart from message toll telephone service, "demand conditions, competitive factors and rate relationships with closely related services effectively set an upper limit."

If these factors fail to set an upper limit, the company suggested that a test might be used to determine whether the rate level for a service calls for special limitation or justification: Is the ratio of its revenues to its full additional costs greater than the ratio of revenues to full additional costs for the message toll telephone service category? The over-all interstate earnings requirement establishes the upper limit for that service.

The other parties to the proceeding, including the commission's Common Carrier Bureau, will file their views on the ratemaking principles that should be employed next week. The commission requested such pleadings in an effort to speed up the progress of the current phase of the inquiry.

## Changing hands . . .

**ANNOUNCED** ■ *The following station sales were reported last week subject to FCC approval.*

■ **WAST (TV) Albany, N. Y.:** Sold by Glen Alden Corp. to RKO General Inc. for less than \$10 million (see page 57).

■ **WKDN Camden, N. J.—Philadelphia:** Sold by Ranulf Compton to Tommy Roberts for \$775,000. Mr. Roberts is sportscaster. WKDN is a daytimer on 880 kc with 5 kw. Broker: Blackburn and Co. (corrected item).

■ **WCUM-AM-FM Cumberland, Md.:** Sold by Clifford and Harry M. Brown to Mr. and Mrs. Ralph Baron and Mr. and Mrs. Thomas Feldman for \$200,000. Mr. and Mrs. Baron own WILA Danville, Va., and are each 40% owners of WENZ Richmond, Va. Mr. Feldman was formerly general sales manager of WEBB Baltimore. WCUM is on 1230 kc

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with 1 kw days and 250 w nights. WCUM-FM is on 102.9 mc with 1.25 kw. Broker: Blackburn & Co.

■ **KRIH** Rayville, La.: Sold by C. S. Aycock and associates to F. C. Ewing for \$62,500. Mr. Ewing owns WGRM Greenwood, Miss. KRIH is a daytimer on 990 kc with 250 w. Broker: Chapman Associates.

**APPROVED** ■ *The following transfers of station interests were approved by the FCC last week. (For other FCC activities see FOR THE RECORD, page 88.)*

■ **KLAS-TV** Las Vegas: Sold by H. M. Greenspun to Howard R. Hughes for \$3,650,000 in cash plus assumption of obligations that is estimated to bring price up to approximately \$4.5 million. (BROADCASTING, Oct. 23, 1967). Mr. Hughes is president and owner of Hughes Aircraft Co., which owns 21% of Teleprompter Corp., New York, (multiple CATV owner); Hughes Tool Co., plus numerous real estate holdings in the Las Vegas area. Mr. Greenspun is owner and publisher of the *Las Vegas Sun*. KLAS-TV is a CBS affiliate on channel 8.

■ **KRCR-TV** Redding, Calif.: 46% sold by George A. and Mary Margaret Schmidbauer Jr., William Glenn Crawford and Lois Elizabeth Tracy, children of the late Frank Crawford, to California Oregon Broadcasting Inc. for \$185,000. California Oregon Broadcasting, principally owned by William A. Smullin, group broadcaster, already owns 46% of KRCR-TV. KRCR-TV began operating in 1956, is on channel 7 and is affiliated with both ABC and NBC.

## Fidelity wants ch. 9 L.A. case reopened

Fidelity Television Inc., has asked the FCC to reopen the channel 9 Los Angeles hearing record so that it can introduce "newly discovered evidence." Fidelity is currently engaged in a comparative hearing that involves its effort to take the facility (KHJ-TV) away from RKO General Inc., a subsidiary of General Tire & Rubber Co.

The new evidence Fidelity wants placed into the record are certain depositions taken by the U.S. in its anti-trust court suit against General Tire. The depositions support a claim, Fidelity says, that RKO has used its purchasing power, as well as that of other members of the General Tire organization, in an "attempt to force" General Tire customers to purchase advertising time on its radio and TV stations. The depositions further show, Fidelity claims, that RKO attempted to compel

certain General Tire subsidiaries to purchase supplies and services from purchasers of RKO's advertising time.

Fidelity said the hearing record should be reopened in light of a recent commission decision that put several Wometco Enterprises' station renewals into a hearing (BROADCASTING, Feb. 5). Fidelity said the Wometco case is applicable to its own in that the commission found "specific allegations of anticompetitive misconduct required a determination of the questions raised" that relate to the qualifications of a broadcast license applicant. (Wometco is currently involved in an antitrust suit as well as a comparative hearing for permanent operation of WFGA-TV Jacksonville, Fla. It operates the channel 12 facility on an interim basis.)

(Last year the commission granted the license-renewal applications of WHBQ-AM-TV Memphis, owned by RKO, without prejudice to whatever action may be taken in connection with the antitrust suit against General Tire [BROADCASTING, Sept. 18, 1967].)

Fidelity, which wants authorization to build a station on channel 9 in Norwalk, Calif., a Los Angeles suburb, is composed of a group of Los Angeles area businessmen. If successful in its contest, Fidelity would be the first applicant to take a television frequency away from an operating telecaster. The channel 9 record was closed last June.

## CATV argues threat to UHF is 'minute'

A Levittown, Pa., CATV last week answered complaints from two Philadelphia UHF stations that the system's operations are a "real, ominous, immediate and substantial" threat to UHF-audience fragmentation in Philadelphia. The CATV termed the stations' alleged loss of audience "minute."

The Levittown CATV is owned by Lower Bucks Cablevision Inc., which announced the start of construction of its initial \$1-million, 24-channel system last November (BROADCASTING, Nov. 6, 1967). Lower Bucks is principally owned by multiple-CATV-owner Philadelphia Community Antenna Television Co., a subsidiary of the *Philadelphia Bulletin*. The complaining UHF's, WIBF-TV and WPHL-TV, claim the FCC should halt the system's construction and hold a hearing on the carriage proposals (BROADCASTING, Feb. 5).

Lower Bucks said it notified area stations 12 months ago of its intention to carry four New York independents as well as eight local TV stations. The New York stations put a grade-B signal over the community, thus removing the CATV operation from the top-100-market rule that would have required a

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could act on the proposed agreement.

Among the terms of the pact struck between WPSD-TV and Twin Cities (KFVS-TV has agreed to withdraw from the case) are that WPSD-TV will continue to receive carriage and nonduplication (in that degree to which it is entitled), and that Twin Cities will not carry for three-and-a-half years additional distant signals other than those it is already carrying.

The commission decision in the case last month was the first of its kind under the CATV rules, in that notice was served on small-market TV stations and CATV's that stations can hold up the inauguration of cable operations in their area at least until the commission has decided if such services would be in the public interest.

## Nonprofit group gets nod for Seattle channel 22

FCC Chief Hearing Examiner James D. Cunningham has recommended grant of channel 22 in Seattle to King's Garden Inc., a nonprofit multidenomina-

### ACTS seeks associates

The All-Channel Television Society in a mailing to equipment manufacturers and distributors, recording and film companies and research organizations has invited them to join as associate members.

Pointing out that "UHF is the one remaining substantial growth area for your company," the ACTS letter invites associate membership with dues running at about \$1 per \$1,000 of gross sales in the previous calendar year, up to sales of \$750,000 or more, which hit the dues ceiling of \$1,000 a year.

national religious and charitable corporation. King's Garden is licensee of KGDN and KGFM(FM), both Edmonds, Wash.

The examiner found that the corporation satisfied two hearing issues set on its unopposed application: It is financially qualified and its proposal to locate the TV's main studio in a Seattle

suburb, Edmonds, is justified. King's Garden proposed to combine its TV facilities with the technical, staff and programming facilities already available at its two radio outlets.

## NBC-TV plans affiliates' meet

The annual NBC-TV affiliates convention will be held at the Waldorf-Astoria hotel in New York on March 28 and 29, it was announced last week by Donald J. Mercer, NBC vice-president for station relations.

The convention agenda for March 28 includes a panel discussion on economic, population and advertising factors as they will affect television in the 1970's and an address by Julian Goodman, NBC president. A presentation of NBC-TV's activities and plans for 1968-69 will be given on March 29. In advance of the convention, NBC Board Chairman, Walter D. Scott and Mr. Goodman will serve as hosts at a reception on the evening of March 27 for station executives and guests.

## EQUIPMENT & ENGINEERING

# New dispute grows from CARS ruling

## ACTION BARS MICROWAVE USE TO CARRY CATV-ORIGINATED PROGRAMS

The FCC last week concluded the job it began three-and-a-half years ago of allocating new spectrum space and setting up new procedures for microwave licensees serving CATV systems. But in the process, it generated another intracommission controversy over CATV—this one involving the use of microwave in the transmission of CATV-oriented programming—and managed to antagonize pro- and anti-CATV groups.

The order, the second issued in the proceeding that began on Aug. 3, 1964, limits new microwave common carriers proposing to serve CATV systems to the 10,700-11,700 mc band. And it threatens the presence of existing CATV-serving carriers in the 4,000-6,000 band, which operators say requires fewer hops and, therefore, less equipment.

These provisions reflect the commission's concern with the spectrum needs of long-line telephone service and of future domestic communications satellite service. The commission, in its notice of proposed rulemaking, had proposed allowing long-haul (more than 600 miles) CATV-serving carriers to operate in the lower band.

However, the commission last week cited the need to provide in the 4,000-6,000 mc band for the "economical expansion" of telephone long-line service to the public and for the establishment of domestic communications satellite facilities—at least until higher frequencies may be made available for those services.

**Renewals Possible** ■ Licensees in the lower band may continue operating there until Feb. 1, 1971, when their present licenses expire. Those with relay stations within 50 miles of a principal city of any of the top-25 markets will have to seek renewal in the higher bands. The remaining licensees may apply for renewal of their present facilities—but grants of such applications will be made only with the understanding that the operators may be required to shift to the higher frequencies to accommodate the needs of general common-carrier operations and satellite earth stations.

The new controversy grows out of the fact that the commission—without specifically referring to the subject in its notice-of-rulemaking order—effectively bars the use of microwaves for transmission of CATV-originated program-

ing.

CATV systems' use of cable for such programming is not affected. And common carriers serving CATV systems are not prohibited from transmitting CATV-originated material. But CARS (Community Antenna Relay Service), which the commission created in 1965 in the first order in the proceeding to find a new home for CATV-serving microwave licensees (BROADCASTING, Oct. 18, 1965), limits the use of the frequencies involved to the relay of TV signals received from TV stations. The service—lodged in the 12,700-12,950 mc band—is used by CATV systems providing their own microwave service.

The commission, in recognition of the limitation, proposed a rule that would permit CATV systems to use CARS frequencies to serve as additional outlets for community self-expression—a function which the commission said it had already found would serve the public interest. ("Community self-expression" isn't defined, but in the past the commission has supported the use of CATV systems as vehicles for coverage of mayors' speeches, city-council meetings and the like.) The proposal would permit CATV systems to use



## Ampex gear narrows the film-tape chasm

Two pieces of Ampex Videotape equipment that are said to close the gap between tape and film are scheduled for April-May delivery to the Videotape Center and Tele-Tape Productions, New York TV commercial and program producers.

Ampex's 35-pound color broadcast BC-100 camera, and a new miniaturized high-band recorder "will enable us to get all the equipment for location taping into the back of a station wagon," according to

George Gould, executive vice president of the New York Videotape Center.

The HS-100 disk-recorder, specially adapted for video-tape editing "closes the optical gap with film," according to Mr. Gould, permitting reverse-and-slow-motion and freeze-frame effects.

Both pieces of equipment were originally developed by Ampex for ABC Sports, where they have been in use for some time (BROADCAST-

ING, Nov. 6, 1967). These are said to be the first deliveries to independent tape producers.

Ampex has priced both the camera and the disk-recorder "in excess of \$100,000."

James Witty, Tele-Tape vice president for sales and production, said: "The equipment is pretty expensive, but very important to us. An indication is that when we put it on order, we didn't know the price. We didn't need to."



The Ampex disk recorder



The Ampex BC-100 camera

CAR frequencies to connect their studios with their head-ends. The proposal would also permit cable systems to use CAR frequencies for remote pickup stations.

**Dissents** ■ But Commissioners Lee Loevinger and Nicholas Johnson attacked the commission action as denying CATV systems' authority to use microwave facilities for transmitting CATV-originated programing—and as having done so in an underhanded manner.

Commissioner Loevinger dissented; Commissioner Johnson concurred and dissented in part. A third negative vote was cast by Commissioner Robert T. Bartley, but his objection was that no persuasive showing has been made that spectrum congestion will be so great as to justify the burden that a shift to higher frequencies will impose on CATV-serving microwave licensees.

Before establishment of the CAR service, CATV systems had obtained microwave facilities from the business-radio service. There was no ban on the use of such frequencies for locally originated programing, but there is no evi-

dence that CATV systems had used them for that purpose. A rulemaking is now pending to prohibit stations in that service from being used to transmit CATV-originated programing (BROADCASTING, Oct. 23, 1967). The commission, issuing the rulemaking, said the ban would be desirable in the interest of more efficient spectrum management—the same reason the commission gave for moving television-relay service out of business radio and into the new CAR service.

The commission, in its notice of proposed rulemaking last week, asked whether it is essential for CATV systems to use spectrum space for their original programing. Could CATV's, for instance, use cable or employ a direct splice into the distribution cable, instead of microwave?

**Other Questions** ■ The notice also asks for comment on the possible interference transmission of CATV-originated programing would cause TV broadcast auxiliary stations that operate in the same frequency band. Another question is whether such originations should be subjected to any kind of

limitations—specifically, whether commercials should be permitted.

Commissioner Loevinger, in his dissent, objected to what he said was the issue of program origination having been decided "by the technical sleight of hand of the staff draftsman" who erected a barrier to the transmission of CATV-originated programing "without mentioning the subject."

He said the allocation of frequencies and the establishment of technical standards of transmission is a proper function of the commission. But, he added, the commission shouldn't use its authority in those areas "to control program content."

Commissioner Johnson said the commission's action constitutes the following warning to the cable television industry: "If you have any interest in developing CATV as a new source of television programing, forget it; the FCC intends to fight at every turn attempts to encroach on territory reserved exclusively for the broadcast industry."

**Concurrences** ■ Commissioners Kenneth A. Cox and Robert E. Lee, in sep-

sity's WSLU(FM) Canton, N. Y., on 96.7 mc had been forced to go off the air because its second harmonic and the second harmonic of WWNV-TV (ch. 7) Watertown, N. Y., on 174-180 mc 55 miles away, were wiping out the color subcarrier in TV receivers tuned to channel 7.

Other problems that are still troublesome, Mr. Plummer said, involve areas where the signals of a number of FM stations physically close to each other add up to cross-modulation in TV receivers. Such a situation, he noted, occurred in Winston-Salem where WGPL(FM) on 93.1 mc and WFDD(FM) on 88.5 mc put out a combined 181.6 mc signal almost on top of the picture carrier for WGHP-TV (ch. 8) High Point, N. C., on 180-186 mc, 32 miles away.

**Double Trouble** ■ The latest trouble-making situation, Mr. Plummer noted, is where the radiations from an FM station and a TV station, both physically contiguous, combine to cross-modulate the front end of a TV receiver. Such a quirk exists now in Ames, Iowa, he observed, where WOI-TV is on ch. 5 (76-82 mc) and a new FM is on 104.1 mc. The picture carrier of WOI-TV is 77.25 mc; this with the 104.1 mc from the FM station adds up to 181.35 mc—practically on top of the 181.25 mc picture carrier of KRNT-TV (ch. 8) Des Moines, 45 miles away.

## Presunrise rules may be changed

The FCC has opened a new chapter in its presunrise story. Regional daytime stations, for whose benefit, principally, the presunrise rules were adopted last summer (BROADCASTING, July 3, 1967), are sure to like it; full-time stations, on whose channels the daytimers operate and already upset by the new rules, are just as likely to be unhappier.

At issue is a proposed rulemaking that would amend those new rules to specify 6 a.m. "local time" instead of 6 a.m. "local standard time" as the starting time for presunrise operations.

Daytimers had been less than overjoyed with the new rules, in large part because of the reference to "standard time" in connection with the sign-on time. Many petitioned the commission for reconsideration, pointing out that they would not be able to sign on until 7 a.m. local time when daylight time is in effect and when local sunrise is late. The commission last week noted that the rule would limit almost all

most of October.

But what's good for the daytime station is not so good for the full time station, which already is complaining about presunrise interference from daytimers. For daytimers would be signing on at 5 a.m. sun (standard) time during those portions of the late April-to-late-October period when local sunrise is later than 5 a.m.

**More Static** ■ Thus, the commission said, "the proposed change would result in some additional interference to full-time stations." But the commission doesn't believe the interference would be excessive. It does feel that "the value of the early morning service rendered will exceed the detriment flowing from the resulting additional interference" and that the "provision of a 6 a.m. [authorization] sign-on geared to community life would generally serve the public interest."

Some regional full-time stations, however, are benefitting from the new rules. They permit such stations, which otherwise must directionalize their antennas before sunrise, to operate with their daytime antennas beginning at 6 a.m. standard time.

The need for the proposed amendment grows out of the fact that Congress passed the uniform daylight or advance-time bill, in April 1966, as the U.S. and Canada were concluding an agreement paving the way for the rules adopted last year. The negotiations were necessary because of a treaty governing the two nations' use of the standard band.

Normally, such agreements express clock time as standard time. However, the advance-time bill had the effect of putting much of the country on daylight time from the last Sunday in April until the last Sunday in October. Previously, many localities and states, with the freedom to pick their own periods of daylight time, picked a shorter time span.

Rather than undo what they had done in their negotiations, which had stretched over a period of years, U.S. and Canadian representatives decided to retain the standard-time reference in the agreement, with the understanding it might be changed subsequently.

Discussions were resumed shortly after the rules were adopted, and the notice of proposed rulemaking was the result. The commission said that the talks indicate that the Canadian government would concur in a change in the agreement to permit adoption of the proposed rule.

The commission hopes to wind up the proceeding before the onset of daylight time on April 28. Accordingly, it set March 15 as the deadline for comments on the proposed rule, and April

## Technical topics . . .

**Production division** ■ Howard A. Anderson Co., Hollywood-based film optical and photographic special effects firm, has formed a production division to be headed by company Vice President Darrell Anderson. The new division will make use of a mobile 35 mm camera unit, designed and tested by Anderson especially for rugged location filming. The unit includes self-contained electrical and lighting systems and costs \$75,000.

**Projection manual** ■ The Society of Motion Picture and Television Engineers is preparing a new projection manual that will be based on the accumulated experiences of many case histories involved with the maintenance of projection equipment. It's being written in nontechnical language. Announcement of the new manual was made at the Theatre Equipment Dealers Association and the Theatre Equipment and Supply Manufacturers Association seventh annual convention held in Las Vegas last week.


**Visual expands** ■ Visual Electronics Corp., New York, has opened a new manufacturing plant at 725 San Aleso Ave., Sunnyvale, Calif., to handle its expanded video-tape recorder line. Manufacturing and servicing are directed by VTR division manager Larry Mallach, and sales and marketing by West Coast regional sales manager Robert Kuhl, incorporating two formerly separate operations at Palo Alto, Calif. Telephone number is (408) 738-4000, and TWX number is 910-339-9226.

**Added dimension** ■ Closed-circuit television cameras can add dimension to the broadcast of television news. Documentation for this contention is contained in a new technical application bulletin published by Cohu Electronics Inc., San Diego. Cohu's new literature tells the story of WFLD(TV) Chicago, which uses miniaturized TV cameras to report the news.

**Viewfinder TV camera/video tape recorder** ■ General Precision Systems Inc., Pleasantville, N. Y. has introduced a new viewfinder TV camera and a new video tape recorder. The Precision-1200 viewfinder camera chain has silicon transistors and micro-electronic circuits throughout. It is reported to be the first American made viewfinder camera commercially available that utilizes field effects transistor (FET). The VR-400 NTSC color and monochrome helical-scan magnetic video recorder/reproducer is claimed to be the only machine in its price class that has a self-contained full NTSC capa-

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# Networks rush fall TV plans

Upper-level management enters talks on 1968-69 program schedules

Several surprise developments for next season appeared in the offing last week as the television networks drew nearer to deciding their 1968-69 night-time schedules.

But the surprise element may be only as good as the paper schedules circulating among advertising agencies last week, which range in credibility from unofficial to blue sky.

These proposed changes, however, represent the latest thinking by network executives as presented to program buyers.

Each of the networks last week was said to have escalated its discussions on next season's programming to the highest management levels, the usual interlude before announcement of firm schedules to agencies. The networks are said to be working feverishly in a competition to get to advertisers with specific

program wares in hand (BROADCASTING, Feb. 12).

Perhaps the most important development last week was one that held little surprise for the advertising community: All networks are attempting to salvage for 1968-69 as much of their current programming as possible.

Among the programming moves reported by agency and network sources:

- A switch of two 10-11 p.m. programs to 7:30-8:30 time periods may be in the making, specifically CBS-TV's consideration of a move of *Mannix* from Saturday, 10-11, to Wednesday at 7:30 as a replacement for *Lost in Space*; and NBC-TV's consideration of moving *The High Chaparral* from 10 p.m. on Sunday to 7:30 on Saturday.

- A possible scheduling by ABC-TV of a 90-minute program on Thursday at 9:30 p.m. The show is identified as *What's in It for a Harry*. ABC is also reportedly considering an extension of *Hollywood Palace* from one hour to 90 minutes, while retaining a large slice of its current programming.

- Kraft Foods is said to be weighing a move of the *Rowan and Martin Laugh-in*, now on Mondays at 8-9 p.m., into Kraft's Wednesday, 9-10 p.m. period.

New programs said to be on top of the ABC list (other than *Harry*): *The Outcasts*, *Mod Squad*, *The Ugliest Girl in Town*, *Land of the Giants*, followed

by *That's Life*, a one-hour series, and *Dream House*, a half-hour game show.

CBS's biggest interest, in addition to two series it's committed to (*Doris Day Show* and *Mayberry R. F. D.*), is said to include these new shows: *Good Guys*, *Hawaii Five-O*, *The Lancer* and *Blondie*.

At NBC, the new-show priorities are going to *The Ghost and Mrs. Muir*, *The Perils of Pauline*, *Adam-12*, *The New Adventures of Huck Finn*, *The Outsider* and a vehicle starring Tennessee Ernie Ford.

Weekly program schedules said to be under consideration by the networks, according to latest reports:

## ABC

Sunday: *Land of the Giants*, *FBI*, and a movie. Monday: *Mod Squad*, *Peyton Place I*, *The Outcasts*, *Big Valley*. Tuesday: *Garrison's Gorillas*, *It Takes a Thief*, *Felony Squad* and *The Outcasts* or *The Survivors*. Wednesday: *The Ugliest Girl in Town*, *Peyton Place II*, movie. Thursday: *Second Hundred Years* (which will replace *Batman* in March); *The Flying Nun*, *What's in It for a Harry* or in place of this 90-minute series, *That's Life* and *Dream House*. Friday: *The Avengers*, *Operation: Entertainment*, *Guns of Will Sonnett* and *Judd*. Saturday: same lineup as at present with the possibility of extending *Hollywood Palace* half-hour

## ABA showdown near on free press-fair trial issue

By late today (Feb. 19) the news media should know just how much tougher it will be to cover criminal proceedings and the American Bar Association will know if it has succeeded in stamping out what it calls "prejudicial publicity" to a fair trial.

Today the news media are to have their day in court (45 minutes total) before the house of delegates of the ABA in Chicago to argue against adoption of the Reardon committee proposals that would tighten curbs on news dissemination about criminal trials, especially pretrial news and information not part of the record during the trial. The news media also would be subject to contempt if they were found attempting to prejudice a case, according to the proposals.

The house of delegates will hear the Reardon committee itself for 45 minutes just before the media representatives present their case. Then the delegates are to debate the report and vote.

But the "equal time" posture of the ABA argument may not be exactly as it appears. The delegates will have been well exposed to the issues in other events over the weekend as a prelude to the formal hearing before the house of delegates.

On Saturday, for example, a joint meeting of the National Institute of Bar Public Relations and the National Conference of Bar Presidents was scheduled. One discussion, "Fallout from Fair Trial-Free Press," was to be led by Philip E. Von Ammon, president-elect of the state bar of Arizona.

**Reardon Speech** ■ On Sunday the Reardon committee's chairman, Justice Paul C. Reardon of the Supreme Judicial Court of Massachusetts, was scheduled to address the Fellows of the American Bar Foundation and the National Conference of Bar Presidents at a luncheon meeting. His advance text was a clear call for adoption of the Reardon re-

port. It also attacked "strong pressures" seen seeking to delay adoption of the report pending further study.

Last week the Indiana Bar Association was reported to have urged its delegates to the ABA to vote for indefinite postponement of the Reardon report. And the American Trial Lawyers Association's executive and policy committee denounced the report as placing "unnecessary restrictions on police officials lawyers, the courts and the press. . . ." Whether any other delegations were so minded, however, could not be confirmed by the ABA.

Judge Reardon was to tell his Sunday audience the proposals could not be considered unduly restrictive upon the news media and said "the report is exactly what the press itself has been seeking through many of its more prestigious members over a long time." He also was to indicate adoption of the report would make it

(10:30-11 is now station time).

## CBS

Sunday: probably same lineup as now. Monday: same lineup except *Andy Griffith* replaced by *Mayberry R.F.D.* Tuesday: *Daktari* or other one-hour show; *Red Skelton*, *Doris Day* and *CBS News Hour*. Wednesday: *Mannix*, *Good Guys*, *Beverly Hillbillies*, *Green Acres* and *Jonathan Winters* or another one-hour show. Thursday: *Blondie* or other half-hour comedy, *Hawaii Five-O* and movie. Friday: same lineup. Saturday: same lineup with exception of *Lancer* in for *Mannix*.

## NBC

Sunday: *Disney*, *Mothers-in-Law*, (if Procter & Gamble decides to stay with that comedy) or one of several other possibilities including *The Ghost and Mrs. Muir*, *Perils of Pauline*, *Adam-12* or *Huck Finn*; *Bonanza* and Tennessee Ernie Ford (also possibility of an Andy Williams vehicle). Monday: one of the half-hour comedy possibilities or retention of *The Monkees*, *Star Trek* or other one-hour show, and movie. Tuesday: one of the comedies or retention of *I Dream of Jeannie*, *Jerry Lewis*, movie. Wednesday: *Virginian*, *Rowan and Martin* or a comedy hour with Kraft Foods sponsoring, *The Outsider*. Thursday: *Daniel Boone*, *Ironside*, *Dragnet* or some other half-hour show, *Dean Martin Show*, Friday: *Tarzan* or some other one-hour show, *Name of the*

*Game* (90-minutes), *I Spy* or *Outsider* or possible Phyllis Diller program. Saturday: *High Chaparral*, *Get Smart*, movie.

# McCarthy's plea for equal time

## Senator's counsel asks for chance to prove that President is candidate

The attorney for Senator Eugene J. McCarthy (D-Minn.) offered to prove that President Johnson is running for re-election. He made the challenge last week in the U. S. Court of Appeals for the District of Columbia in arguing for reversal of the FCC's ruling last month that Senator McCarthy is not entitled to equal time to answer the President's Dec. 19 interview with the three TV-network correspondents because the President has not publicly announced that he is a candidate.

Joseph Rauh, chairman of the D.C. Democratic Committee, a vice president of the American for Democratic Action (whose board recently endorsed Senator McCarthy's candidacy) and a principal McCarthy backer, told the three-judge panel that the FCC must give

him a chance to show that President Johnson is actively engaged in election primaries in New Hampshire, Massachusetts, Wisconsin and California.

Section 315 of the Communications Act, he said, requires equal treatment for all candidates—"not just those who have announced their candidacy." The provision requires that if a broadcaster permits his facilities to be used by a candidate for public office, he must offer equal time to all other candidates for that office. The only exceptions are for bona fide newcasts, interviews and documentaries.

**Who's a Candidate?** ■ The FCC's rule that a candidate must make a public announcement "makes no sense," Mr. Rauh stated. And, he added, the networks are acting as an agent of the federal government when they turn down a request for equal time from a bona fide candidate because the original user has not announced.

FCC General Counsel Henry Geller contended that the public-announcement proviso in its equal-time rule, in existence for 27 years, was valid. It's important for the station to know whether a candidate is using its facilities, he noted, because there are elements that come into play if Section 315 is involved—charges (the law says stations may not charge more for political appearances than regular commercial rates) and censorship (Section 315 prohibits a broadcaster from censoring a candidate).

He also noted that Senator McCarthy had been given ample opportunity on the TV networks to present his views, particularly his opposition to the Vietnam war, and that if he hadn't, the FCC's fairness rules would come into play.

Without the public-announcement clause, Mr. Geller said, the job of the FCC in determining who is and who is not a candidate would be "chaos" involving the commission in "a tangled political thicket."

**Presidential Denial** ■ J. Roger Woltenberg, representing CBS, NBC and ABC, told the court that the President had said in the Dec. 19 program that he was not a candidate at that time. He also commented that Senator McCarthy had not claimed equal time when the President delivered his State of the Union message to Congress or when the President appeared on the TV networks to discuss the Pueblo incident. These were bona fide news programs, he said, and the President's *Conversation* program could also be interpreted as a report to the nation, although he agreed the dividing line could be "murky."

Mr. Rauh, in his rebuttal, declared he was "a little bit shocked" that the FCC had brought up the fairness doctrine. That rule, he maintained, refers

easier for trial judges to have fair trials through which convictions would hold on appeal, an important public consideration in a time when crime is rising.

Judge Reardon planned to disclaim any occasion for undue alarm and the "over reaction" to the original Reardon report among the news media. He planned specifically to refute a protest by Dr. Frank Stanton, president of CBS Inc., who had warned the report was booby trapped with possible coercion and suppression.

**Clear Issue** ■ Concluding his 17½ page talk, Judge Reardon was to state: "The last word I would leave with you is this. The work has been done and thoroughly done. The issue is clear. Neither law nor society is static. We are constantly learning more and changing as we learn. But the possibility that in the future we may know more than we do today should not paralyze us in the present

when, as I firmly believe, there is sufficient basis for action now. You have that sufficient basis from our hands."

Spokesmen for the media have long awaited this opportunity.

The news media representatives who are to present the 45-minute media position at 2 p.m. today at the Palmer House are: Theodore Koop, CBS vice president, Washington, chairman of the joint media committee on news coverage problems (includes Sigma Delta Chi, the Associated Press Managing Editors Association and the Radio Television News Directors Association); D. Tennant Bryan, publisher of the *Richmond* (Va.) *Times-Dispatch* and *News-Leader*, representing the American Newspaper Publishers Association, and Michael J. Ogden, executive editor of the *Providence* (R. I.) *Journal and Bulletin*, president of the American Society of Newspaper Editors.

## The dilemma of being loyal to President and public

Three former presidential news secretaries explored the problems they faced in serving "two masters"—their Presidents and the public—during a forum held in New York last Wednesday evening (Feb. 14) under the auspices of the local chapter of the National Academy of Television Arts and Sciences.

Former news secretaries James C. Hagerty, Bill D. Moyers and Pierre Salinger claimed they had never misled the news media deliberately in matters that did not involve public security. They agreed there were instances in which they had to withhold information from a questioning reporter even on nonsensitive issues because he had only a portion of a developing story and its release might have jeopardized a significant project in which, for example, various governmental agencies were involved and interagency cooperation was pending.

**Primary Loyalty** ■ In essence, they proclaimed that their first loyalty was to the President and his administration, but the trio acknowledged they had a responsibility to the news media and through them to the public. But they explained they had to weigh various factors involved and ultimately make a decision based on whose priority (the government's or the public's) should best be served.

At one point Mr. Salinger said that both the Kennedy and Johnson administrations had erred in not revealing to the public that the U.S. involvement in the Vietnam conflict was being enlarged. He said if both



Mr. Moyers



Mr. Hagerty



Mr. Salinger

Recall the days at 1600 Pennsylvania

administrations had been more candid, the antipathy toward the war might not have grown as sharply as it has.

In reply to a question from the audience, Mr. Hagerty said he did not believe that television has had the effect of widening the "credibility gap." He said TV news reporters perform a conscientious job in providing the news rapidly and accurately.

Mr. Salinger disagreed on the "credibility" point, saying that TV "acts instantly on the public" and that film footage from Vietnam, for example, indicated graphically the escalation in the conflict, while government sources tended to minimize the enlargement.

**Differing Abilities** ■ Mr. Moyers indicated that all Presidents may not be suited for the staged and set news conference on TV. He said that Pres-

ident Kennedy was a skilled performer, but President Johnson is more suited to "speaking from the stump" or talking to small groups of people. Mr. Moyers also commented that TV news reporting, in his judgment, should place more emphasis on the meaning of events and speeches and not rely so heavily on word and picture reportage.

Frank McGee of NBC News and Dan Rather of CBS News questioned the panel. Edward P. Morgan of the Public Broadcast Laboratory was the moderator. The forum was produced by Howard L. Kany of CBS.

The discussion was telecast live on noncommercial WNDT(TV) New York, WUHY-TV Philadelphia and WETA-TV Washington. A tape of the program was offered the following day to other NET stations.

to issues, not candidates.

Circuit Judge Charles Fahy several times asked whether or not the content of the Dec. 19 program shouldn't be considered in dealing with Section 315 questions. A President, he said, has a duty to speak to the people from time to time—it needn't always be political. Also on the panel were circuit Judges J. Skelly Wright and Carl McGowan.

Senator McCarthy has asked the court for summary judgment on his appeal because the New Hampshire primary takes place March 23.

### Colorkope now sold in 56 TV markets

The sale of Colorkope to television stations around the country has nearly doubled in the past five months, Marvin A. Kempner, president of Mark Century Sales Corp., New York, said last

week. Colorkope is a library of animated films and slides designed as TV-program-title packages.

When introduced last September, Colorkope was announced as presold in 31 markets, including stations in the RKO General, Taft, Time-Life, Cox and Kaiser groups. Mr. Kempner said the total has now reached 56 stations. The service makes available 179 segments of material from which stations can select to meet individual needs. Stations may order segments over a three-year period with a five-year exclusivity in their markets. Mr. Kempner said that most of the stations have already ordered 50% or more of the material.

The library contains animated 20-second program openings in color and matching 15-second closings as well as eight-second promo and matching slides. The station's logo is integrated in the film and slide. Material can be tailored for spot advertisements, according to

Mr. Kempner.

The company handles sales for Mark Century Corp., a major producer of radio and TV programming services.

### Firearms restriction urged for radio code

A report of stepped-up monitoring activities and commercial-clearance work and recommendation of a new standard for firearms and ammunition advertising were covered last week by the National Association of Broadcasters radio code board.

The firearms resolution, similar to the one added to the TV code last month, will be voted on by the NAB radio board in June. It calls for allowing guns and ammunition advertising only when it is promoted as sporting

gear and when it conforms to applicable laws.

In the April-December 1967 period, 2,559 stations were monitored, an increase of 24% from the 2,070 monitored in the comparable 1966 period. The number of hours monitored were 64,510, an increase of 27% from 50,836.

The New York code office reported reviewing 442 radio commercials in 1967. The commercials represented 48 advertisers and 47 agencies.

The code board also got a progress report on the new radio code audio ID being produced by Hugh Heller Corp. The on-air logo will be introduced at the NAB's Chicago convention, March 31-April 3.

## Woroner plans series of middleweight bouts

Sixteen mythically matched middleweight boxing greats selected by leading sports writers and boxing authorities, will attempt to fold, spindle and mutilate their way to the computerized *All Time Middleweight Tournament* championship being produced for radio syndication by Woroner Productions, Miami Beach.

Riding on a reported \$3.5 million in radio billings from its first such production, the *All Time Heavyweight Tournament* (BROADCASTING Jan. 15, 1968) won by Rocky Marciano, Woroner will assimilate all known data on each fighter, feed it into a computer, and come up with the probable action and winner of each of the 15 elimination bouts beginning Sept. 9, 1968.

The firm also has plans for a computer-matched *All Time College Football Tournament*.

## Triangle's 29th in wings

Triangle Program Sales plans a spring syndication start for its new half-hour TV color series, *Morgan at the Movies*, in which WFIL-TV Philadelphia personality Rex Morgan interviews stars on sets of their new pictures and present advance footage from these films. The series will be produced in Miami, Hollywood, New York, Rome, Madrid and other sites. It is the 29th TV property produced by Triangle for syndication.

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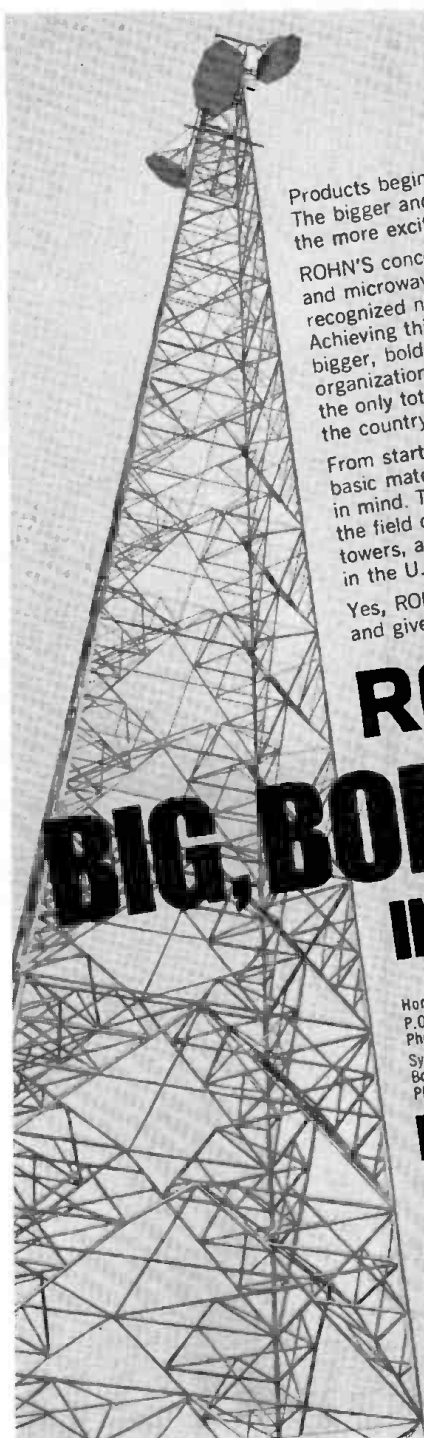
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## More names added to fairness-panel list

House Commerce Committee Chairman Harley O. Staggers (D-W. Va.) last week announced the witness list for fairness-doctrine panel sessions to be held by his Investigations Subcommittee March 5 and 6.

In addition to those names already made public (BROADCASTING, Feb. 5, Jan. 29), Mr. Staggers announced the participation of FCC Chairman Rosel H. Hyde, plus other commission per-

sonnel he may designate; Paul A. Porter, partner in the Washington law firm of Arnold and Porter and a former chairman of the FCC; Howard Bell, president of the American Advertising Federation; Louis Lyons, former director of the Nieman Foundation at Harvard University; Charles Siepmann, professor emeritus, New York University; Louis L. Jaffee, Harvard Law School; John Corporon, vice president-news, Metro-media; Lincoln Furber, public affairs director, WETA-TV Washington noncommercial and former CBS newsmen for owned-and-operated stations; Herbert E. Alexander, Citizens' Research Council,



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Princeton, N. J.; Frank Orme, executive director, National Association for Better Broadcasting, and Harriet Pilpel, New York attorney and chairman of the radio-TV committee of the American Civil Liberties Union.

It had been noted that a yet-to-be-named representative of the Tobacco Institute was to be on hand, but none was designated last week on Mr. Staggers's list. John F. White, president of NET, also turned up missing.

In the immediate post-World-War-II era, Mr. Siepmann was largely credited but never formally identified as the author of the "FCC Blue Book," which advocated sterner regulation of programming and commercial practices of broadcast licensees.

Mr. Alexander's Citizens' Research Council studies political campaign spending, with emphasis on means of reducing those expenditures.

Frank Orme's organization was formerly known as the National Association for Better Radio and Television (NAFBRAT).

In the hearing announcement, Chairman Staggers says the panel discussions (there are to be four in two days) are meant to provide a better understanding of the fairness doctrine and related FCC policies, and that the hearing "may lay a foundation for any indicated remedial legislation in this important area."

Assignment of topics to individual panelists from the proposed agenda (BROADCASTING, Jan. 29) may be completed this week, staff members said.

## AFTRA fires Conaway; Wolff interim head

Sanford (Bud) Wolff, a Chicago attorney, was appointed acting national executive secretary of the American Federation of Television and Radio Artists last week following the dismissal on Feb. 11 of Donald Conaway, who had held the post for 12 years.

Mr. Conaway was ousted as national executive secretary of AFTRA at the conclusion of a meeting of the national board in New York at which time he was asked to resign or be dismissed (CLOSED CIRCUIT, Feb. 12). Mr. Conaway refused to submit his resignation and the board voted early Sunday (Feb. 11) to dismiss him, a union official said.

No official announcement of Mr. Conaway's ouster was made by AFTRA, but late on Sunday (Feb. 11) WCBS-TV New York newscaster Jim Jensen, a member of the national board, revealed this development on a news program. Mr. Conaway could not be reached for comment last week at

### ABC's night of specials

ABC-TV will pre-empt all of its prime-time programs on Wednesday March 6 to present four special shows. They are *Savage World of the Coral Jungle*, second in the four-program series; *The Undersea World of Jacques Cousteau* (7:30-8:30 p.m.); *The Now Generation*, a youth-oriented telecast (8:30-9 p.m.); *Monte Carlo . . . C'est La Rose*, a musical tour of Monaco with Her Serene Highness Princess Grace (9-10 p.m.); and part one of *The Rise and Fall of the Third Reich* (10-11 p.m.), based on William L. Shirer's history of Nazi Germany.

his home in Stamford, Conn. Officials at AFTRA in New York declined to discuss the reasons for Mr. Conaway's dismissal.

**Journalists Revolt** ■ Newsmen within AFTRA had expressed dissatisfaction with Mr. Conaway's stewardship for several years. Last spring the union called its first national strike after the membership rejected a contract proposal that had been approved by the networks and the union's negotiating committee. The newsmen reportedly spearheaded opposition to the agreement. Last fall a large number of ABC staffers, notably newsmen, breached an AFTRA directive asking them to respect the picket lines of the National Association of Broadcast Employees and Technicians, which was on strike at that network. Fines and censures were lodged against many of the ABC staffers.

Mr. Wolff has been retained for more than 16 years as counsel to the central region of AFTRA. He said last week that he will serve only on an interim basis until a temporary or permanent national executive secretary is chosen. He indicated that he would not be available for the post on a permanent basis since he has a well-established law practice in Chicago.

## Cramer succeeds Sour as BMI president

Edward M. Cramer, a prominent attorney in the copyright and music fields, last week was named president and chief executive officer of Broadcast Music Inc., with which he has been closely associated for the past 15 years.

Mr. Cramer, 42, will succeed Robert B. Sour, who becomes vice chairman of the board and will continue to take

an active part in the affairs of the music-licensing organization.

The new president is currently winding up his law practice as a member of the New York firm of Cramer & Hofinger and expects to assume his new duties in April. He probably will be with the BMI contingent at the convention of the National Association of Broadcasters in Chicago March 31-April 3.

The BMI board, which announced the move, said that Mr. Sour and the board's executive committee had been searching for a suitable successor "for some time" in view of BMI's policy of compulsory retirement of officers at age 65. Mr. Sour will be 63 on Oct. 31 this year.

Mr. Cramer's salary reportedly will be somewhat in excess of \$50,000 a year.

**Background** ■ Mr. Cramer has been active in BMI affairs since 1953, first



Mr. Cramer

Mr. Sour

as an associate of Sydney M. Kaye, BMI board chairman and general counsel, in the law firm of Rosenman, Colin, Kaye, Petschek, Freund & Emil, and later as an independent consultant. He has been a key figure in representing BMI in congressional, FCC and court proceedings, and was credited with a leading role in negotiating the consent decree that terminated an antitrust suit against BMI.

He has also represented prominent composers and music publishers during his law career. BMI officials said he is "thoroughly familiar with the policies and traditions of BMI."

The board said that Mr. Sour will continue to participate actively in the operation of BMI and that "the board has evidenced to him the high value that it places on his services."

This was taken to mean that his salary, which had been estimated unofficially at about \$50,000 a year, is being increased.

When he was named president in October 1965 following the death of President Robert Burton, Mr. Sour was vice president in charge of writer administration (formerly called writer relations) for BMI and it was speculated last week that much of his future work would be related to this area.

He has been with BMI since a few days after it opened for business in 1940.



## Storer wants DuBois fairness decision reconsidered

Storer Broadcasting Co., which was ordered by the FCC three weeks ago to make time available over WHN New York to the leftist DuBois Clubs, has asked the commission to reconsider that order (BROADCASTING, Feb. 5). In addition Storer wants a stay of the order pending commission action on its petition for reconsideration.

Basis of the Storer petition is that the commission ruling discourages the "robust and wide-open" expression of views that the constitutional guarantee of free speech, Storer claims, was intended to protect.

The DuBois Clubs had complained to the commission after WHN refused a request for time to respond to a Feb. 25, 1967 editorial describing the group as "Marxist" or "Red," "founded at a special meeting in California dominated and controlled by American Communists."

The commission termed "a clear thrust" of the editorial to characterize the DuBois Clubs as a Communist organization, against which the American public, "and particularly American youth, should be on guard." The editorial, it concluded, constituted a personal attack.

Storer claims that its editorial statements were not controversial within the meaning of the fairness doctrine because they reflect statements ("official documentation") made by former Attorney General Nicholas Katzenbach and the FBI before the Subversive Activities Control Board. The personal-attack reply provisions apply only where the attack is made in the context of a discussion of a controversial issue of public importance.

But Storer said the reference to

the DuBois Clubs was made in a one-minute capsule announcement not part of a discussion program and was therefore not an editorial "in the ordinary sense of that word," but an announcement of fact. Now the commission's ruling, Storer says, raises a question of when, "if ever," a licensee might rely for factual material on the truthfulness of published conclusions by U. S. government agencies.

(In a dissent to the commission action Commissioner Robert E. Lee said that "a degree of judgment must be exercised at some point," that the DuBois Clubs has been labelled "by responsible government sources" as being a creation and the invention of the Communist Party, and that as far as he was concerned the fairness doctrine "ends at the international border." The DuBois Clubs deny that they are a Communist organization.)

In its ruling the commission said that "the truth or falsity of the attack is not a matter for determination by this commission," but also that Storer "cannot aver" that the attack is true and therefore there is no need to let the public hear the other side. However, Storer claims that the ruling appears to set a new principle, that for purposes of administering the personal-attack doctrine, truth is not a defense. "Surely no government agency would knowingly require that a licensee who broadcasts a truthful criticism must invite and afford its facilities for an untruthful response," it said.

Storer further claimed that the ruling would have a serious "inhibiting effect" on the operations of its stations because it introduced a "stifling uncertainty" as to whether

critical statements proposed to be made during programs with editorial commentary are, in fact, personal attacks. Criticism, it said, is an "inevitable and often essential ingredient" of effective editorialization; without it, such programing would be "reduced to the bland and the innocuous."

The inhibiting effect of the ruling, Storer claims, would cause it and other broadcasters to avoid all criticisms of public as well as private persons and groups even though such criticisms "are known to be truthful" and are essential to public understanding. With the only alternative to "play safe" placed before a broadcaster, Storer said it would either have to accept the "heavy administrative and economic burden" imposed by the rule's notification and reply procedures or avoid criticism altogether through self-censorship.

The personal-attack rule and the current ruling have imposed a condition, "backed up by a potential sanction," on WHN's exercise of its protected right of free expression, Storer claims. And the ruling will in the future, it said, "operate to inhibit, deter, burden and discourage" the constitutional guarantee of free speech by it and other broadcasters, and instead will encourage self-censorship.

Much the same argument is being pressed in the federal appeals court in Chicago where the Radio Television News Directors Association, CBS, NBC and other broadcasters are arguing that the First Amendment precludes the commission from restricting the freedom of broadcasters to express controversial opinions on public issues.

## Filmways schedules new Steve Allen show

Filmways Inc., which last September took its first crack at producing for first-run television syndication, last week all but called that attempt quits while announcing a new project aimed at the same market. Filmways is offering a new *Steve Allen Show* to stations on an across-the-board strip basis in either 90- or 60-minute versions (CLOSED CIRCUIT, Jan. 29). The series, which will feature comedy, variety, music and discussions, will be produced in Hollywood before a live audience and recorded on high-

band color video tape. It's expected that the show will be ready for production by March 4.

Formal cancellation of the *Pat Boone in Hollywood* series, which was started in September by Filmways, has not been officially announced. Mr. Allen's Meadowlane Enterprises, which will coproduce the series project with Filmways, is anxious that the impression not be given that the new show is a direct replacement for the existing one. At the same time, Cooga Mooga Inc., which is a partner with Filmways in *Pat Boone in Hollywood*, is hoping to keep the show on the air, possibly with another partner company.

As is the case with the Boone series, the Allen program will be offered in

syndication by Filmways Syndication Sales through Firestone Film Syndication Ltd. five times a week in both 90- and 60-minute versions, with no time period restrictions (although it's known that negotiators for Mr. Allen were pressing for the show to be offered primarily for nighttime television presentation).

Mr. Allen, who now joins Johnny Carson, Joey Bishop, Merv Griffin, Mike Douglas and Woody Woodbury on the daily talk-variety grind, is no stranger to the form. He starred for three years as the first host of NBC-TV's *Tonight* show and also was the host of a 90-minute syndicated conversation-entertainment series for Westinghouse Broadcasting.

# CBS earnings drop over 25%

Sales were up, but higher costs of doing business cut profits

CBS Inc. last year found itself caught between rising costs and insufficiently rising demand, as sales climbed more than \$19 million in 1967, while profits dropped almost as much.

In its statement of 1967 earnings and sales, released last week, consolidated net income for the year ended Dec. 30 was reported to have dropped more than 25% while sales increased about 2.5%.

William S. Paley, chairman, and Frank Stanton, president of CBS Inc., said: "The markets for CBS services and products, reacting as they did to a faltering economy, were not dynamic enough to produce sufficient sales to accommodate (1) generally higher costs of services and products; (2) substantial increases in selling expenses, and (3) developmental and assimilation expenses associated with some of our new businesses."

**Fourth-Quarter Picture** - CBS Inc. last week reported that net income for the final quarter of 1967 amounted to \$17,386,000, or 71 cents a share, on sales of \$263,588,000. In the final quarter of 1966, CBS Inc. reported net income of \$23,260,000, or 97 cents a share, on sales of \$272,608,000.

Fourth-quarter performance at CBS was off 25% from the comparable period last year. It was, however, an improvement over CBS's third-quarter 1967, which was off almost 43% from the third-quarter 1966 level (BROADCASTING, Oct. 30).

CBS directors declared a cash dividend of 35 cents a share on CBS com-

mon payable March 15 to shareholders of record, March 1. Directors also declared a cash dividend of 25 cents a share on CBS preference stock payable March 29 to shareholders of record, March 1. Financial data reflects pooling of interests with New York publisher Holt, Rinehart & Winston Inc., which was effective Aug. 1, 1967.

For the year ended Dec. 30:

	1967	1966
Earned per share*	\$2.14	\$2.92
Net sales	904,181,000	884,782,000
Net income	52,952,000	70,667,000

\*After preference dividends.

## Capital Cities' income rises 9% for year

Capital Cities Broadcasting Corp., New York, last week reported 1967 net income of \$6,286,165, up 9% from 1966's figure of \$5,785,056.

Company officials said its four TV stations, owned for the full year of 1967, earned slightly more than in 1966, despite "reduced national sales." Operating income of Capital's six AM radio outlets, officials said, was up 6% from 1966.

Capital Cities owns WROW-AM-FM and WTEN(TV) Albany, and WKBW-TV Buffalo, both New York; WPAT-AM-FM Paterson, N. J., WSAZ-AM-TV Huntington, W. Va., WJR-AM-FM Detroit, KPOL-AM-FM Los Angeles, KTRK(TV) Houston, and WTVD(TV) Durham, N. C. It recently concluded a merger agreement with Fairchild Publications Inc. (BROADCASTING, Jan. 15).

For the year ended Dec. 31 (un-audited):

	1967	1966
Earned per share	\$2.25	\$2.09
Net operating revenues	34,784,752	32,099,807
Net income	6,286,165	5,785,056

## Kinney, Panavision plan \$10-million merger

Kinney National Service Inc., New York, which had nearly \$104.3 million in revenues in 1967, has an agreement with Sy Weintraub, board chairman of Panavision Inc., New York, to acquire that major optics company in a \$10-million stock transaction. Panavision serves the motion-picture industry.

Kinney, better known in the U. S. as an automobile-parking organization (Kinney Parking), is stepping up its acquisition in what it calls a "leisure time-communications group." In this area is the newly acquired The Ashley Famous Agency Inc., an international talent agency operated as a wholly

owned subsidiary. Kinney has a proposed merger with National Periodical Publications Inc., which in addition to publishing also is in product licensing, including animated TV.

According to Kinney's annual report, the company's 1967 earnings moved up some \$1 million to \$5.2 million (\$2.30 a share) and revenues increased nearly \$10 million to \$104.3 million.

## PKL earnings drop nearly 50% in '67

Earnings in 1967 took a nosedive from their 1966 level, Papert, Koenig, Lois Inc. reported last week.

For the fiscal year ended Nov. 30, 1967, the New York advertising agency showed a net income half of what it was in 1966, although gross billings moved up.

For year ended Nov. 30:

	1967	1966
Earned per share	\$0.31	\$0.61
Gross billings	40,079,878	39,961,740
Net income	244,360	486,605

## FC&B earnings decline despite higher billing

The 1967 earnings of Foote, Cone & Belding were 48% lower than in 1966, according to preliminary financial data released by the advertising agency last week.

While the company's gross billing increased slightly, its net income declined.

According to the preliminary figures, \$200,000 (9 cents a share) was attributable to "a decrease in carrying value of assets due to foreign currency devaluations." The remainder was attributed to the cost of expanded staff and facilities in a year when "a number of our clients substantially reduced their advertising expenditures from initial appropriations for 1967."

For the year ended Dec. 31:

	1967	1966
Earned per share	\$0.71	\$1.36
Gross billings	258,548,000	255,672,000
Net income	1,529,000	2,946,000
Shares outstanding	2,156,949	2,162,359

## Ampex reports higher sales and earnings

Ampex Corp., Redwood City, Calif., last week reported record sales and earnings in the third quarter and nine months ended Jan. 27. Sales were up 12% and net earnings after taxes up 13% from the first nine months of fiscal 1967. For the third quarter, sales were \$58,934,000, up from \$51,743,000

### Corinthian now publisher

Corinthian Broadcasting Corp., New York, has agreed to acquire Renaissance Editions, Inc., New York book publishers, as a wholly owned subsidiary. Burton R. Wolf will continue as Renaissance president. The purchase price was not disclosed. Renaissance publishes books that are sponsored by corporations or institutions.

in the third quarter a year ago. Net earnings were \$2,841,000, or 30 cents per share, compared with \$2,558,000, or 27 cents a share.

For the nine months ended Jan. 27:

	1968	1967
Earned per share	\$0.83	\$0.74
Net earnings	7,915,000	7,011,000
Gross	171,015,000	153,008,000

## Financial notes . . .

▪ The board of directors of American Broadcasting Cos. Inc., has declared a quarterly dividend of 40 cents per share on the outstanding common stock of the corporation. The dividend is payable March 15 to holders of record on Feb. 23.

▪ Memorex Corp., Santa Clara (Calif.)-based producer of magnetic tape, has reported net profit for the year ended Dec. 31, 1967, was \$3,576,000, an increase of 31% over the \$2,724,000 earned for 1966. Earnings per

share in 1967 were \$1.15, after a 3-for-1 stock split. Comparable earnings for 1966 were 89 cents per share. Net sales increased 40% to \$34,232,000, as compared to \$24,417,000 in the previous year.

▪ LIN Broadcasting Corp., Nashville, purchased for cash all of the stock of Advercom, New York. Philip Steinberg, latter firm's chief executive and major stockholder, was named to LIN's direct marketing group as operations chief-vice president, radio-TV sales division. LIN Broadcasting is in diversified communications-services, owns stations and a film-distributing company (LIN/Medallion Pictures). Advercom is in direct mail-mail order business as agency handling advertising, distribution and promotion for Walt Disney Productions' records line.

▪ Commonwealth United Corp., New York, a diversified company with in-

terests in motion pictures, oil, gas and real estate, has named A. Bruce Rozet as president and chief executive officer. He replaces Ely Landau, who will devote himself exclusively to running Commonwealth's motion-picture operations.

▪ Stemmler, Bartram, Fisher & Payne Inc., St. Louis advertising and public relations agency, has completed acquisition of all of the stock of Rutledge Advertising Co., also St. Louis, SBF&P President George L. Stemmler Jr. has announced that the Rutledge firm, which has annual billings exceeding \$800,000, will be operated as a wholly owned subsidiary of SBF&P.

▪ Helitzer Waring LaRosa Inc. has formed two subsidiary companies, Helitzer Advertising Inc. and Waring & LaRosa Inc. Their offices are at 545 Madison Ave., New York, the parent company address.

## FATES & FORTUNES

### BROADCAST ADVERTISING



Mr. Ballister



Mr. Maynard



Mr. Goldman

**Barry J. Ballister** and **William Maynard Jr.**, creative supervisors with Ted Bates & Co., New York, elected senior VP's. **Marvin Goldman**, art group head, named VP and art supervisor.

**Rich Witmer**, administrative supervisor, and **John Price**, director of client services, Goodwin, Dannenbaum, Littman & Wingfield, Houston agency, elected VP's and members of board of directors. **Gene Key Monigold**, VP, head of broadcast production, elected senior VP.

**John Erickson**, with Adtex Inc., **Robert Schlesinger**, with Altman, Stoller, Chalk Advertising, **Frank Harary**, with Compton Advertising, and **Salvatore Alba**, with BBDO, all New York, appointed art directors with Cunningham & Walsh, that city. Also joining C&W, that city: **Ronald Stephenson**, TV producer at BBDO, New York, in similar capacity; **Robert Pexton**, Marsteller Inc., and **John Klopman**, Mc-

Cann-Erickson, both New York, as copywriters.

**Robert Finke**, general sales manager of RKO General Broadcasting's WGMS Washington, appointed television sales executive in RKO General's Chicago office, replacing **Paul Litt**, appointed general sales manager of RKO General's CKLW-TV Windsor, Ont.-Detroit. **Richard A. Poe**, account executive with RKO General's WGMS-AM-FM Bethesda, Md. - Washington, appointed general sales manager, succeeding Mr. Finke.



Mr. Brennan



Mr. Todrin

**Charles H. Brennan Jr.** and **Boris Todrin**, creative directors, and **Robert T. Butler**, account supervisor, all in Philadelphia office of N. W. Ayer & Son, elected VP's.



Mr. Butler

**Dale Paine**, manager, research for H-R Representatives, New York, named director of research at WPIX(TV), that city.

**Jack Samuels**, manager of sales development for CBS-TV New York, named VP in charge of broadcast programming for Hixson & Jorgensen, Los Angeles.

**Ralph W. (Woody) Jennings** and **Thomas L. Talbott**, account supervisors in New York office of Foote, Cone & Belding, elected VP's. **Arthur J. Kover**, associate director of research in New York office of FC&B, elected VP.

**Donald T. Forbes**, manager and West Coast TV programming director for Gardner Advertising Co., Hollywood, elected VP.

**Dr. Donald L. Kanter**, VP of international relations for Sullivan, Stauffer, Colwell & Bayles, New York, named VP and director of research for Carson/Roberts/Inc., Los Angeles.

**Herbert A. Ahlgren**, on committee operations staff of Association of National Advertisers, New York, named VP and head of management committees.

**Haiden Ritchie**, VP and account supervisor in San Francisco office of D'Arcy Advertising, named VP and director of creative services, D'Arcy, New York.



Mr. Achenbaum



Dr. Wilkins

**Alvin A. Achenbaum**, VP and director of research at Grey Advertising, New York, named VP and director of

marketing services. **Dr. Arthur H. Wilkins**, VP and director of research for Papert, Koenig, Lois, that city, succeeds Mr. Achenbaum.

**Bert Randolph Sugar**, account supervisor at Street & Finney, New York, named VP, director of marketing.

**G. K. Leckie**, senior account supervisor with Ted Workman Advertising, Dallas, elected administrative VP. **Larry Hornbaker** named VP-media director and **Rod Lambeth** named art-production director.



Mr. Peltier

**William H. Peltier**, assistant director of client services, Arthur Meyerhoff Associates, Chicago, appointed director of client services and elected VP.

**John Butler**, VP and manager of San Francisco office of Compton Advertising, elected senior VP.

**John N. Boden**, account executive in Chicago office of Blair Radio, named VP, Midwest sales.



Dr. Baxter

**Dr. Richard H. Baxter**, director of planning and research for Associated Merchandising Corp., New York, joins Benton & Bowles, that city, as VP, director of research services.

**William Keys**, salesman in Dallas radio sales office of The Katz Agency, named manager. **Frank DeMarco**, with TV sales staff of The Hollingbery Co., joins sales staff of Katz, Dallas.

**Norman H. Chester**, assistant media director, American Tobacco Co., New York, appointed media director.

**Darryl W. Bridson**, group head with Needham, Harper & Steers, joins Rockwell, Quinn & Wall, that city, as copy supervisor.

**Aram Bohjalian**, manager of art/radio-TV production, Foote, Cone and Belding, New York, joins J. M. Mathes Inc., that city, as VP and director of radio/TV commercial production.

**Jerry Daily**, sales manager for KSPQ Spokane, Wash., joins KGA, that city, in similar position.

**Robert L. Lamb** appointed sales manager of WATI Indianapolis.

**C. Richard Stigelman**, VP with Al Paul Lefton Co., named general manager of agency's Philadelphia office.

**Jack Ragel**, formerly VP and associated media director, Foote, Cone & Belding, Chicago, joins Campbell-Mithun there as media director. **Phil Dangerfield** and **Peter Beach** named associate creative directors, C-M, Chicago.

**Timothy J. Regan, M.D.**, product manager, staff physician and regional medical director for Hoffman-La Roche Inc., pharmaceutical manufacturer, joins BBDO, New York, as medical

## New radio board set to take over after NAB convention

Twelve broadcasters last week were elected to two-year terms on National Association of Broadcasters radio board. Their terms will begin April 3. Six incumbents were re-elected to their second term.

New board members (with current member in parentheses):

District 2: **Simon Goldman**, WJTN Jamestown, N. Y. (re-elected).

District 4: **Jack S. Younts**, WEEB Southern Pines, N. C. (re-elected).

District 6: **John L. Vath**, WSMB New Orleans (F. C. Sowell, WLAC Nashville).

District 8: **Raymond A. Plank**, WKLA Ludington, Mich. (re-elected).

District 10: **Don C. Dailey**, KGBX Springfield, Mo. (George W. Armstrong, Storz Broadcasting, Omaha).

District 12: **Alan Page**, KGWA Ehid, Okla. (Grover C. Cobb, KVGB Great Bend, Kan.)

District 14: **Al Ross**, KNAB Burlington, Colo. (re-elected).

District 16: **Harry Trenner**, KCKC San Bernadino, Calif. (Kenneth Harwood, KUSC-FM Los Angeles).

Class A: **Charles E. Gates**, WGN Chicago (re-elected).

Class B: **Ben A. Laird**, WDUZ Green Bay, Wis. (Daniel W. Kops, WAVZ New Haven, Conn.).

Class C: **J. R. Livesay**, WLBH Mattoon, Ill. (re-elected).

FM: **Edward D. Allen Jr.**, WDOR-FM Sturgeon Bay, Wis. (Everett L. Dillard, WASH Washington).



Mr. Goldman



Mr. Younts



Mr. Vath



Mr. Plank



Mr. Dailey



Mr. Page



Mr. Ross



Mr. Trenner



Mr. Gates



Mr. Laird



Mr. Livesay



Mr. Allen Jr.

director of agency's pharmaceutical division.

**George B. Dippy**, account supervisor with Grey Advertising, joins Carl Ally Inc., New York, in similar position.

**Brent Osborne** named account executive for KEX Portland, Ore.

**Mike Sobel**, national sales representative for KNXT(TV) Los Angeles, named account executive.

**James J. O'Rourke** named VP in charge of media at Buchen Advertising, Chicago.

**Richard Eichner**, formerly with WMEX Boston, named general sales manager of WGRt Chicago.

**Dick Mahoney**, with Major Market Radio Inc., named manager of Los Angeles office, replacing **Jack Sweeney**, named account executive for KMPC Los Angeles. **Don Allen**, national sales manager for KNX Los Angeles, appointed account executive for Major Market Radio.

**William Yaussey**, account executive for KGB San Diego, appointed sales manager of KOWN-AM-FM Escondido, Calif.

**Edward D. Hansen**, with copy department at Earle Ludgin & Co., Chicago, named group copy director for Eisaman, Johns & Laws, Los Angeles.

**Paul Eicker** appointed account executive for PRO Time Sales, New York.

**Herbert Fields**, account executive with CBS Television Spot Sales, New York, appointed to similar position with NBC Television Spot Sales, that city.

**John A. Werkmeister**, sales director with National Business Research Corp., joins Chicago office of Peters, Griffin, Woodward as account executive.

**Lloyd A. Raskopf** joins WQXR New York as account executive.

**Robert Kemple**, with KCEN-TV Temple-Waco, Tex., and **Jerry Kunkel**, named account executives with WTVW(TV) Evansville, Ind.

**Lew Shaw** joins Meeker Radio, New York, as radio account executive.

**Robert J. Edelman**, account executive for *Los Angeles Herald-Examiner*, named account executive for KABC Los Angeles.

**Robert L. Young**, NBC Radio Spot Sales manager, San Francisco, appointed account executive for KGO-TV San Francisco.

**Margie Shaw**, with Shield Productions, Chicago, joins promotion and sales research staff of KTLA(TV) Los Angeles.

**Frieda Gosschalk**, media buyer for Corrigan & Co., Charleston, S. C., joins

WTMA-AM-FM, that city, as account executive.

**Terry Saidel**, with sales staff of KABC Los Angeles, appointed to sales staff of KFWB, that city.

**Robert A. Munson**, account executive for MacFarland, Aveyard & Co., Chicago, and The Biddle Co., Bloomington, Ill., joins Sperry-Boom Inc., Davenport, Iowa, in similar position.

**Robert E. Hampel**, corporate forecaster with Procter & Gamble, Cincinnati, joins Keller-Crescent Co., Evansville, Ind., agency.

**Arnold E. Deutsch**, TV-radio account executive, Young & Rubicam, New York, joins NBC Television Stations Division as administrator, research projects.

**Leonard J. Provato**, free-lance photographer, appointed to newly created post of audio-video supervisor for The Wilson Harrell Agency, Westport, Conn.

## MEDIA



Mr. McGee



Mr. Neiman

**Norman S. McGee**, executive VP and chief operating officer, WQXR-AM-FM New York, retires to his home near Phoenix but continues in various sales capacities on West Coast for WQXR-AM-FM. Succeeding Mr. McGee is **Walter Neiman**, VP in charge of operations, named VP and general manager.

**Henry H. Hogan** elected president of wdva Danville, Va. Others elected: **Julian R. Stinson** and **L. H. Kernodle**, VP's; **Dick Campbell**, VP and general manager; **George S. Hughes**, secretary-treasurer.

**Richard E. Modig**, business manager, KLAC and KMET(FM) Los Angeles, elected VP and business manager, KTTV(TV), that city, as successor to **Harold A. Christiansen**, who becomes VP and director of business affairs for Metromedia Television (BROADCASTING, Feb. 12). **Mary Ann McGann**, business manager, WCBM-AM-FM Baltimore, succeeds Mr. Modig and she is succeeded by **Joseph Chairs**, assistant business manager, WJZ-TV Baltimore. **Edward Dennehy**, former business affairs director, WNEW New York, named sales account executive. He is succeeded by **David Fitzgerald**, formerly with Metromedia's O. E. McIntyre division.

**Carlo Anneke**, general manager of KTLA(TV), resigns. Pending appointment of replacement. Golden West Broadcasters-owned station will be under direction of **Norman Boggs**, corporate VP of parent company.

**Ulysses Carlini**, account executive with WTVW(TV) Evansville, Ind., named general manager of KNOP-TV North Platte, Neb.

**Jay Raymond**, program director for KOWN-AM-FM Escondido, Calif., appointed general manager and director of station sales. **Jerry McLevis**, with WMIN St. Paul, named station manager of KOWN.

**Ervin F. Grant Jr.**, VP and account supervisor for Foote, Cone & Belding, Los Angeles, named general manager of Pueblo TV Power Inc., Pueblo, Colo., community antenna TV system in which agency has majority interest.

**Phillip R. Munson**, president of Metrocom Inc. (WGMZ[FM] Flint, Mich., and WPAC-AM-FM Patchogue and WHRF-AM-FM Riverhead, both New York), transfers from Flint offices to New York. **Daniel C. Covell** elected VP and general manager of WGMZ.

**Robert Q. Gheller** appointed station manager of KHSL Chico, Calif., succeeding **Charles H. Kinsley Jr.**, who

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continues as controller and assistant to president and general manager.

**Roger Larson**, manager of KMAK Fresno, Calif., joins KARM, that city, as station manager.



Mr. Walsh

**Charles S. Walsh**, with Douglas, Obear & Campbell, Washington law firm, joins National Cable Television Association, that city, as government liaison director.

**Randy Jeffery** named manager of WHLT-AM-FM Huntington, Ind.

**James G. Turpin**, executive secretary, Illinois Broadcasters Association, resigns, effective March 1, to join Horace Mann Insurance Group, Springfield, Ill., as director of public relations.

## PROGRAMING

**Richard St. Johns**, attorney with O'Melveny & Myers, Beverly Hills, Calif., named senior VP for Filmways Inc., Hollywood, where he will concentrate on future acquisitions.



Mr. Chertok

**Harvey Chertok**, head of worldwide television advertising, promotion and publicity, Warner Bros.-Seven Arts, New York, elected VP. **Vincente Ramos** named director of Latin American television sales, Warner Bros.-Seven Arts, New York.

**Peter J. Smith**, with WOR-TV New York as program manager, joins WJAR-TV Providence, R. I., in similar position.

**Bert (Buddy) Faber**, film department manager for Brandon Films Inc., New York, named film director for WNEW-TV, that city.



Mr. Barber

**Fred Barber Jr.**, program manager of WGHP-TV High Point-Greensboro - Winston-Salem, N. C., appointed program-operations manager for WLOS-TV Asheville, N. C.

**William Randolph Hearst Jr.**, editor-in-chief of Hearst Newspapers, named to board of directors of 20th Century-Fox Film Corp., New York.

**Michael P. Mervis**, with KTLN Denver, appointed program manager.

**Pierre Gonneau**, operation director for WFEC Harrisburg, Pa., named assistant operation director for KGFJ Los Angeles. Both stations are owned by Tracy Broadcasting Co.

**Joe Hornsby**, music director for BBDO for past 20 years, joins creative department of Laurie Productions, New York.

**John Sowers**, formerly with wVIC-AM-FM Lansing and WJRT-TV Flint, both Michigan, joins WGMZ(FM) Flint as operations manager.



Mr. Turner

**Clayton Bryan Turner**, operations manager for WTVJ(TV) Miami, appointed operations director for WWL-TV New Orleans.

**Bruce D. Oyen**, director of sales at Reeves Sound Studios, New York, appointed account executive for Videotape Center, that city.

**Bailey Lee Duggins**, art director for General Electric Co., Winston-Salem, N. C., named graphic arts manager for WBT-AM-FM and WBT(TV), Charlotte, N. C.

**Ray Roberts**, with WQXI Atlanta, appointed production director.

**Jim Crum**, producer-director with WCAU-TV Philadelphia, joins KPIX(TV) San Francisco in similar position.

**Brian A. Higgins**, film director with WMTW-TV Poland Spring, Me., appointed operation director-film buyer.

**Edward Brincefield**, program director for WCCB-TV Charlotte, N. C., named production manager of WTVD(TV) Durham, N. C.



Mr. Breen

**Julian H. Breen**, executive assistant to president, Greater New York Media Inc., group owner, appointed director of production and community services for WABC New York.

**Bob Tiffin**, with WZIP Cincinnati, named operations manager.

**Malcolm Barbour**, publicity manager for Buena Vista, distribution subsidiary of Walt Disney Productions, Burbank, Calif., named New York story editor for parent company.

**Newell E. Alexander Jr.**, art director at Tracy-Locke Co., Dallas agency, joins Keitz & Herndon, film-production firm, that city.

**Richard Miller**, production manager at WFLD(TV) Chicago, appointed production manager for commercial productions division of station.

**Minnie Willis** named director of community programing at WGRT Chicago.

**Ray Lane** named sports director at WJBK-TV Detroit.

**Millie Gusse**, director of casting for Screen Gems, Hollywood, resigns with no plans announced.

**Dick Wade**, sports director for WITZ Jasper, Ind., named to similar position with WTVW(TV) Evansville, Ind., succeeding **Jerry Birge**, named sports editor for Jasper, Ind., *Daily Herald*.

## NEWS

**Ed Fouhy**, manager of CBS News bureau in Chicago, named manager of CBS News bureau in Los Angeles, succeeding **James Harden**, who resigns with no plans announced. **John Lane**, assistant bureau manager in Chicago, succeeds Mr. Fouhy.

**Robert E. Page**, UPI general sales executive, New York, named sales manager for Europe, Africa and Middle East division, with headquarters in London. **Robert C. Miller**, **Robert M. Ibrahim**, **Nathan C. Gibson** and **John J. Walsh** named to UPI's Vietnam news staff.

**Jim Slade**, aerospace reporter with WIND Chicago, appointed news director.

**Vic Fergie**, continuity director for KCOY-TV Santa Maria, Calif., appointed news director.

**Fred Neil**, news director for WCBM Baltimore, appointed public affairs director, continuing as sports director. **Cliff Barrett**, assistant news director, succeeds him.

**Charles Brown**, newsman at KGGM Albuquerque, N. M., named news director.

**Doug Anthony**, with WZIP Cincinnati, named head of news and public affairs departments.

**Bruce MacDonell**, assistant news director for WINS New York, appointed to same position with KFWB Los Angeles. Both are Westinghouse Broadcasting stations.

**Walter Rubens**, owner-general manager of KOBE Las Cruces, N. M., elected chairman of New Mexico AP Broadcasters Association.

**Robert G. James**, with WFBG Altoona, Pa., appointed investigative reporter for WJAS Pittsburgh.

**Harry S. Rape**, with *Tampa (Fla.) Tribune* and *Miami Herald*, and **Don Bruchey**, with WMMR-TV Baltimore, join news staff of WJXT(TV) Jacksonville, Fla.

## EQUIPMENT & ENGINEERING

**Harold K. Dobra**, manager of systems operations (CATV) for Federal Electric, division of IIT, appointed director of personnel for Entron Inc., Silver Spring, Md.

**James L. Kimball** and **James W. Barnes**, VP's for Cohu Electronics Inc.,

San Francisco, named VP-engineering and chief engineer, respectively.

**Theodore H. Goldsmith**, assistant chief engineer for WJZ-TV Baltimore, named chief engineer.

**Clifford H. Lane**, general manager of RCA industrial tube division, New York, named VP and general manager.

**Ernest C. Sisson** appointed southern district manager for educational and communication systems division of Jerrold Electronics Corp., Atlanta.

**Robert B. Williams**, sales representative for Microfilm Records Co., and **William A. Koenig**, with Owens-Corning Fiberglas Corp., Washington, both appointed sales engineers for Memorex Corp., Santa Clara, Calif.

**Ernest W. Merker**, chief engineer for Recorded Publications Laboratories, Camden, N. J., named VP, engineering and operations.

## FANFARE



Mr. Boone

**Ashley Boone**, foreign advertising/publicity manager for United Artists, appointed international director of advertising and publicity for CBS Films, New York.

**William H. Coss Jr.**, formerly with WKBG-TV Cambridge and WBZ-TV Boston, both Massachusetts, appointed promotion manager for WSBK-TV Boston.

**Malcolm D. Potter**, promotion manager for WPRI-TV Providence, R. I., named to similar position with WTVD-TV Durham, N. C.



Mr. Plotnik

**Gene Plotnik**, director of creative services for King Features, New York, joins Joe Wolhandler Associates, New York PR firm, as VP and creative director.

**Robert T. Sutton**, promotion manager for WSPD-TV Toledo, Ohio, appointed to similar position with KPLR-TV St. Louis.

**Louis Tripodi**, with Kenyon & Eckhardt as director of corporate public relations, joins Needham, Harper & Steers as director of public relations.

**Tom M. Lester Jr.** named PR director for Ted Workman Advertising, Dallas.

**Peter Heller**, newsman with WVOX New Rochelle, N. Y., joins New York City department of markets as PR assistant, writing daily city broadcasts on WNBC and WOR, both New York.

## INTERNATIONAL

**William M. Mitchell**, manager of sales, CBS Ltd., London, named general manager.

**Robert B. Jones** named director of Australia, New Zealand and Far Eastern television sales, Warner Bros.-Seven Arts, Sydney, Australia; **David McLaughlin**, named director of European television sales, W7, London, and **Jack Cook** named assistant director of European TV sales, London.



Mr. Laming

**Michael Laming**, management supervisor with Young & Rubicam, named board member and director of management services for BBDO Ltd., London.

**L. E. Ouellette**, Quebec news editor for Broadcast News Ltd., Montreal, named

chief of Quebec service for BNL, that city. **Johan Eggers** succeeds him.

**Gen. Lucius D. Clay (Ret.)** named chairman of board of Free Europe Inc., parent of Radio Free Europe, succeeding **John C. Hughes**, who continues as honorary chairman.

## DEATHS

**Dr. Matthew N. Chappell**, 67, emeritus professor of psychology at Hofstra University, Hempstead, N.Y., died Feb. 10 in Brunswick hospital, Amityville, N. Y., after stroke. From 1939-41 Dr. Chappell was research director for C. E. Hooper, radio audience research, and a private consultant to business and research organizations from 1941-47. In 1954 he appeared on WPIX-TV New York educational programs presented in conjunction with Hofstra. Survivors include his wife, Arlene, and daughter.

**Courtney D. Niles**, 37, electronics engineer with NBC International television project in South Vietnam, killed at Hue. Prior to joining NBC in June 1967, Mr. Niles had been with WHTC-AM-FM Holland, WOOD-TV Grand Rapids, and WXYZ-TV and WCAR-AM-FM, all Detroit, all Michigan. He was one of 13 American civilian employees dispatched by NBC to assist Vietnamese government in establishing national TV

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network. He is survived by wife, Janice, and three children.

**Joseph A. Kelly Sr.**, 65, farm and food director for WHDH-AM-FM-TV Boston, died Feb. 7 at Carney hospital in Boston. With station since 1946, Mr. Kelly was host of *The New England Farmer* and *Joe Kelly's Potpourri* on WHDH-TV and of *The Farm and Market Report* on WHDH-AM-FM. He is survived by his wife, Hazel, son and daughter.

**Kei Won Lee**, 52, assistant chief of Korean service for Voice of America, died Feb. 9 at Holy Cross hospital, Silver Spring, Md., after suffering heart attack while driving his car. Onetime deputy director of Seoul Broadcasting Co., Mr. Lee came to U. S. in 1951 as announcer, writer and translator for Voice of America. After teaching at Far Eastern Language Institute of Yale University from 1960 to 1963, he returned to Washington as assistant chief

of VOA's Korean service. He is survived by wife, Oh Bong, and three daughters.

**Nick Adams**, 36, actor best-known for his role as Johnny Yuma in ABC-TV's *The Rebel* series, died Feb. 7 of overdose of paraldehyde at his home in Beverly Hills, Calif. Mr. Adams, who had roles in several motion pictures, also played in NBC-TV's *Saints and Sinners*. He is survived by his wife, Carol, son and daughter.

## FOR THE RECORD

### STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Feb. 7, through Feb. 14 and based on filings, authorizations and other actions of the FCC.

**Abbreviations:** Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. SA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. \*—educational.

#### New TV stations

##### APPLICATION

**Dubuque, Iowa** — **H&B Communications Corp.** Seeks UHF ch. 16 (482-488 mc); ERP 158 kw vis., 16 kw aur. Ant. height above average terrain 679.4 ft.; ant. height above ground 432 ft. P.O. address: 404 North Roxbury Drive, Beverly Hills, Calif. 90210. Estimated construction cost \$334,732; first-year operating cost \$284,620; revenue \$240,000. Geographic coordinates 42° 24' 22" north lat.; 90° 34' 09" west long. Type trans. RCA TJU-10A. Type ant. RCA TFU-24DL. Legal counsel Simpson, Thatcher, and Bartlet, consulting engineer Robert A. Jones. Principals: H&B Communications Corp. is a publicly held corporation with CATV interests in 47 communities (over 100,000 subscribers). Ann. Feb. 7.

##### FINAL ACTION

■ Application for review of Review Board action approving dropout merger agreement by applicants for ch. 35 Yakima, Wash., has been denied by FCC. Application was filed by KIMA-TV Yakima, its satellite stations KEPR-TV Pasco, Wash., KLEW-TV Lewis-

ton, Idaho, and KIMA Yakima, and KEPR Kennewick-Richland-Pasco, all Washington. Action Feb. 14.

##### INITIAL DECISION

■ Grant of CP for ch. 22, Seattle, to King's Garden Inc., nonprofit multi-denomination religious and charitable organization, has been proposed in initial decision by Chief Hearing Examiner James D. Cunningham. King's Garden operates KGDN and KGFM (FM), both Edmonds, Wash. Ann. Feb. 14.

##### OTHER ACTIONS

■ Review board in Orlando, Fla., TV broadcast proceeding Docs. 11081, 11083, 17339, 17341, 17342 and 17344, denied appeal from adverse ruling of hearing examiner filed Jan. 15 by Chief, Broadcast Bureau. Action Feb. 13.

■ Review board in Atlantic City TV broadcast proceeding, Docs. 17788-89, granted petition for extension of time filed Feb. 9 by Atlantic City Television Co. and extended to Feb. 27 time within which to file joint reply to opposition to joint request for approval of agreement filed by Broadcast Bureau on Feb. 1. Action Feb. 13.

■ Review board in Patchogue, N. Y., TV broadcast proceeding, Docs. 17889-90, granted motion for extension of time filed Feb. 7, 1968 by Long Island Video Inc. and extended to Feb. 16 time within which to file responsive pleadings to petitions to enlarge issues filed by Long Island Video Inc. and Granik Broadcasting Co. Action Feb. 9.

##### ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on Feb. 8 in West Palm Beach, Fla. (Jud Inc. d/b as Ch. 25 TV Inc., and Transamerica TV Inc.), TV channel proceeding, designated examiner Chester F. Naumowicz Jr. to serve as presiding officer; scheduled prehearing conference for March 27 and hearing for April 22 (Docs. 17997-8).

■ Hearing Examiner Jay A. Kyle in Durham, N. C. (Durham-Raleigh Telecasters Inc., Triangle Telecasters Inc., and WTVY Inc.) TV ch. 28 proceeding, granted petition by Durham-Raleigh for leave to amend ap-

plication by amending exhibit 4 to show that Harold W. Twisdale is president, director and 20.9% stockholder of Charlotte Telecasters Inc., licensee of WCTU-TV Charlotte, and David L. Steel Sr. is vice president, director and 6.9% stockholder (Docs. 17670-2). By separate action, granted petition by Triangle Telecasters Inc. to amend application by amending table II of Sec. III to reflect that Roland McClamroch owns small interest, \$200 original stock contribution, in Cablevision of Durham Inc. and has other business interests; that E. J. Evans is a member of the Board of Directors of Colorcraft, Inc., which was merged in 1966 into Fuqua Industries. Actions Feb. 8.

##### CALL LETTER ACTION

■ Flower City TV Corp., Rochester, N. Y. Granted WAAE-TV.

#### Existing TV stations

##### FINAL ACTIONS

**KBMA-TV Kansas City, Mo.**—Broadcast Bureau granted mod. of CP to specify studio location as Fairway, Kan. Action Feb. 6.

**WKPT-TV Kingsport, Tenn.**—Broadcast Bureau granted mod. of CP to change ERP to 447 kw vis., 89.1 kw aur., trans. location to Holston Mountain, Cherokee National Forest, change type trans., type ant., ant. structure, ant. system, decrease ant. height to 2320 ft., and mod. of CP to extend completion date to Aug. 7. Action Feb. 7.

\***WVER(TV) Rutland, Vt.**—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 7. Action Feb. 6.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following stations: \***WEKW-TV Keene, N. H.**, to Aug. 9 and **WKBM-TV Caguar, P. R.**, to Aug. 9. Action Feb. 9.

##### ACTION ON MOTION

■ Chief Hearing Examiner James D. Cunningham on Feb. 8 in Moline, Ill. (Moline Television Corp. renewal of license of WQAD-TV, and CP for Community Telecasting Corp.) TV ch. proceeding, designated Examiner David I. Kraushaar to serve as presiding officer; scheduled prehearing conference for March 26 and hearing for April 24 (Docs. 17993-4).

#### New AM stations

##### APPLICATIONS

**Naples, Fla.**—**J. Luther Carroll, Max R. Carroll, Stewart Brinsfield Sr., and Stewart Brinsfield Jr.** d/b as Radio Voice of Naples. Seeks 1510 kc, 1 kw P.O. address: 2296 West Bay Drive, Largo, Fla. 33540. Estimated construction cost \$49,420; first-year operating cost \$40,000, revenue \$55,000. Principals: J. Luther Carroll and Max R. Carroll, both general partners and each 33.3%, Stewart Brinsfield Sr. and Stewart Brinsfield Jr., both general partners and each 16.6%. J. Luther Carroll is minister. Max R. Carroll is real estate broker. Messrs. Brinsfield are officers, directors and stockholders of Christian Broadcasting Co., licensee of WCBC(FM) Catonsville, Md. and together are 100% owners of WHNR Herndon, Va. Messrs. Brinsfield each own 22.5% of WCIR Beckley, W. Va. Ann. Feb. 9.

**Daisy, Tenn.**—**Robert Allen Mayer.** Seeks 1550 kc, 250 w. P.O. address: 952 Washington Building, Washington, D. C. 20005. Estimated construction cost \$24,595; first-year operating cost \$30,000; revenue \$30,000. Prin-

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## SUMMARY OF BROADCASTING

Compiled by BROADCASTING, Feb. 1, 1968

	ON AIR		NOT ON AIR		Total Authorized
	Lic.	CP's	CP's	CP's	
Commercial AM	4,158 <sup>a</sup>	15	87		4,262
Commercial FM	1,750	47	252		2,048
Commercial TV-VHF	493 <sup>a</sup>	8	14		518
Commercial TV-UHF	118 <sup>a</sup>	27	161		307
Educational FM	320	6	36		362
Educational TV-VHF	67	4	5		76
Educational TV-UHF	53	22	34		109

## STATION BOXSCORE

Compiled by FCC, Dec. 31, 1967

	COM'L AM	COM'L FM	COM'L TV	EDUC FM	EDUC TV
Licensed (all on air)	4,153 <sup>a</sup>	1,732	611	320	120
CP's on air (new stations)	16	48	34	6	26
CP's not on air (new stations)	87	252	173	36	39
Total authorized stations	4,258	2,031	822	362	185
License deleted	1	1	0	1	0
CP's deleted	0	2	0	0	0

<sup>a</sup> In addition, two AM's operate with Special Temporary Authorization.

<sup>a</sup> In addition, three VHF's operate with STA's, and two licensed UHF's are not on the air.

cipals: Robert Allen Mayer (100%). Mr. Mayer is 100% owner of religious enterprise which leases and operates (radio station) PJD2 Saint Maarten, Netherlands Antilles; lease facilities of Radio Antilles, Montserrat, West Indies and represents WQIZ St. George, S.C. Ann. Feb. 9.

Fayetteville, Tenn. — Curtis C. Hughey and William L. Malone d/b as Lincoln County Broadcasting Co. Seeks 1140 kc, 1 kw. P. O. address: 4707 Joy Circle, Huntsville, Ala. 35810. Estimated construction cost \$16,590; first-year operating cost \$19,450; revenue \$28,678. Principals: Curtis C. Hughey and William L. Malone, each 50% partners. Mr. Hughey is fireman. Mr. Malone is 50% owner of general merchandise store and owns farm. Ann. Feb. 9.

### FINAL ACTIONS

Red Bay, Ala.—Redmont Broadcasting Corp. Broadcast Bureau granted 1430 kc, 1 kw-D. P.O. address: Box 446, Red Bay. Estimated construction cost \$17,459.25; first-year operating cost \$24,200; revenue \$25,000. Principals: E. E. Stuart, secretary-treasurer, Charles Cashion Jr., president (each 49%) et al. Mr. Stuart has 50% interest in Red Bay TV Cable Co. (CATV), 33 1/3% interest in Iuka TV Cable Inc. (CATV) in Iuka, Miss. and does part-time CATV engineering. Mr. Cashion is vice president of bank. Action Feb. 6.

Taylorville, Miss. — Taylorville Broadcasting Inc. Broadcast Bureau granted 1280 kc, 500 w. P. O. address: Embrey Realty building, Taylorville 39168. Estimated construction cost \$13,065; first-year operating cost \$30,000; revenue \$36,000. Principals: Everette and Aubrey D. Boutwell, president (30.3%) and secretary-treasurer (6.06%), respectively. et al. Mr. E. Boutwell is certified public accountant and 33 1/3% stockholder in office building and furniture store. Mr. A. Boutwell is employe for Everette Boutwell C.P.A. Action Feb. 7.

WAHT Annville-Cleona, Pa. — Broadcast Bureau granted mod. of CP to change ant. trans. and studio location, make changes in DA system and install new type trans.; conditions. Action Feb. 6.

### OTHER ACTIONS

■ Review board in Lorain, Ohio, AM broadcast proceeding, Docs. 16876-78, denied motion to reopen record filed Jan. 11 by Midwest Broadcasting Co. Action Feb. 13.

■ Review board in Edna, Tex., AM broadcast proceeding, Docs. 16572-73, granted joint petition for extension of time filed Feb. 6

by Cosmopolitan Enterprises Inc. and H. H. Huntley, and extended to Feb. 23 time within which to file exceptions to initial decision released Aug. 9, 1967. Action Feb. 9.

### ACTION ON MOTION

■ Hearing Examiner H. Gifford Irion on Feb. 12 in Kettering, Eaton and Greenville, all Ohio, Bloomington and Brazil, both Indiana, and Shively, Ky. (Kittyhawk Broadcasting Corp.) AM proceeding in Docs. 17243-50, quashed, but with leave for further filing, notice by Bloomington Broadcasting Co. to take depositions.

### CALL LETTER ACTION

■ Fentress County Broadcasting Co., Jamestown, Tenn. Granted WDEB.

### Existing AM stations

#### APPLICATIONS

WYDE Birmingham, Ala.—Seeks CP to increase daytime power from 10 kw to 50 kw; change from DA-N to DA-2; install new trans. for daytime operation. Ann. Feb. 12.

KLIK Jefferson City, Mo.—Seeks CP to change hours of operation from daytime to unlimited using 500 w, 5 kw-LS, install DA-N; change ant.-trans. location to On Highway B, 2.0 miles south from city limits, Jefferson City; install new trans. Ann. Feb. 12.

WCBD Memphis—Seeks CP to replace expired permit which authorized CP for new noncommercial educational FM broadcast station. (Request waiver of Sec. 1.534(b) of rules). Ann. Feb. 12.

WCIR Beckley, W. Va. — Seeks CP to change frequency from 1060 kc to 1070 kc; change power from 10 w to 10 kw. Action Feb. 12.

#### FINAL ACTIONS

KTUC Tucson, Ariz.—Broadcast Bureau granted CP to make changes in ant. system; conditions. Actions Feb. 6.

KBBQ Burbank, Calif.—Broadcast Bureau granted license covering 1 kw nighttime and 10 kw daytime, employing directional ant. day and night on 1500 kc, specify type trans., specify main studio location as 131 East Magnolia Boulevard. Action Feb. 9.

WRUS Russellville, Ky.—Broadcast Bureau granted CP to make changes in ant. system; condition. Action Feb. 12.

WPTX Lexington Park, Md. — Broadcast Bureau granted CP to change hours of op-

eration from daytime to unlimited with 1 kw nighttime, increase daytime power from 500 w to 5 kw, install DA-2, change ant.-trans. and studio location to St. Andrews Church Road at intersection with Indian Bridge Road, near Lexington Park, install new type trans.; conditions. Action Feb. 7.

■ Commission has granted application of XYZ Television Inc. Grand Junction, Colo., for CP to change facilities of KREX from class III to class II-A. Station will operate unlimited time on 1100 kc with 10 kw power at night and 50 kw to local sunset using a dir. ant. N and during critical hours, from a new ant. site. KREX has been operating unlimited time on 920 kc with 500 w power at night and 5 kw to local sunset. Action Feb. 14.

### OTHER ACTIONS

■ Review board in Bethesda, Md., AM broadcast proceeding, Docs. 16706-08, held in abeyance consideration of joint petition for approval of agreement, filed Nov. 15 by Atlantic Broadcasting Co. and Bethesda-Chevy Chase Broadcasters Inc., so that further opportunity be afforded for other persons to apply for facilities specified in application and that Bethesda-Chevy Chase Broadcasters Inc. will therefore, comply with the provisions of Sec. 1.525(b)(2) of commission's rules. Action Feb. 7.

■ Commission has denied petition for reconsideration and grant without hearing of application filed by T. J. Shriner for new daytime AM station to operate on 1170 kc with 250 w at Bellaire, Tex. Application was designated for hearing (Doc. 17635) by order released Aug. 10, 1967. Action Feb. 7.

### ACTIONS ON MOTIONS

■ Hearing Examiner Chester F. Naumowicz Jr. on Feb. 8 in Macon, Miss. (J. W. Furr [WMBC] AM proceeding, ordered hearing conference to convene on Feb. 15 (Doc. 17444).

■ Hearing Examiner Chester F. Naumowicz Jr. on Feb. 13 in Macon, Miss. (J. W. Furr, WMBC) AM proceeding, granted request by J. W. Furr and continued hearing conference scheduled for Feb. 15 to Feb. 29 (Doc. 17444).

■ Hearing Examiner Elizabeth C. Smith on Feb. 13 in Mobile, Ala. (Azalea Corp., W.G.O.K., Inc. WGOK, People's Progressive Radio Inc. and Mobile Broadcast Service Inc.) AM proceeding, granted petition by People's Progressive Radio for leave to amend application to show new stock subscription agreement and minutes of special meeting of board of directors held Jan. 16, which reflect resignation of John C. Smith as president and director, and election of Thomas O. Howell, Jr., as president. (Docs. 17555-8).

### FINE

■ Commission has notified KAPI Pueblo, Colo. of apparent liability of forfeiture of \$1,000 for repeated and willful violations of rules. Action Feb. 7.

### CALL LETTER ACTION

■ WRRC Rockland Radio Corp., Spring Valley, N. Y. Granted WKQW.

### PRESUNRISE SERVICE AUTHORITY

■ Broadcast Bureau pursuant to Sec. 73.99 of rules until further notice, granted following stations pre-sunrise service authority for operation between 6:00 a.m. and sunrise times specified in authorization, with daytime ant. system and with power as shown: KLNH Laconia, N. H., 339 w, Action Jan. 31. WWBA Vineland, N. J., 500 w, Action Feb. 1. WRNY Rome, N. Y., 190 w, Action Feb. 2. KVOL Lafayette, La., 500 w, Action Feb. 6. WJBE Knoxville, Tenn., 500 w, Action Feb. 7.

■ Broadcast Bureau pursuant to sec. 73.99 of rules until further notice, granted following station pre-sunrise service authority from 6:00 a.m. local time or sunrise at given station, whichever is later, to sunrise times specified in authorization, with daytime ant. system and with power as shown: WBHT Brownsville, Tenn., 5.74 w, Action Jan. 29.

■ Broadcast Bureau granted temporary pre-sunrise operation pending final outcome of ABS, v. USA & FCC (Case No. 31835, US Court of Appeals, Second Circuit); KALB Alexandria, La. 1740 w and WHBC Canton, Ohio 5000 w. Actions Jan. 25. KCOL Fort Collins, Colo. 1000 w; WCIN Cincinnati, Ohio 5000 w and WJPS Evansville, Indiana 5000 w. Actions Jan. 31. KAUS Austin, Minn. 1000 w; KGIL San Fernando, Calif. 3760 w; KOL Seattle, Wash. 5000 w; KWWL Waterloo, Iowa 5000 w; WLCY St. Petersburg, Fla. 5000 w; WSBT South Bend, Ind. 5000 w; WTMA Charleston, S. C. 5000

Continued on page 97

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### RADIO

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Man with good sales record, who wants to move into management. Small market, Pacific Northwest. Send complete resume to Box B-93, BROADCASTING.

Wanted/professional producer looking for first shot at management/number one rated/west/secure future/growing, expanding, deluxe facilities/top dollar potential/get excited/lose your cool/Box B-223, BROADCASTING.

General manager needed by successful AM-FM in northeast small market. Must be able to sell and have experience in all phases. Send resume and salary requirements. Excellent starting salary plus commission and fringes. Box B-226, BROADCASTING.

Michigan small market. Profit sharing plus chance to get into ownership. Good opportunity. Box B-229, BROADCASTING.

Manager-salesman midwest well established full-timer, population 15,000. Excellent potential. Give full details first letter. Box B-237, BROADCASTING.

Wanted—dedicated young man for responsible post of executive secretary of Illinois Broadcasters Association. Contact Milton D. Friedland, WISC-TV, 2680 East Cook St., Springfield, Illinois, (217) 528-0465.

Manager for new full-timer in small northern Arizona city on busy interstate highway. Some ownership available. Send complete resume in confidence to Grand Canyon Aircasters, P. O. Box 182, Scottsdale, Arizona 85251.

#### Help Wanted—Sales

California daytimer seeks hard core sales manager, preferably RAB trained, who can and will personally sell, train and direct producing sales staff. Excellent salary, bonus, incentives. Updated resume and photo requested. Box A-322, BROADCASTING.

Network affiliate close to Chicago needs experienced aggressive salesman. Excellent account list. Hardwork will reward you with above average income. Box A-366, BROADCASTING.

Young salesman wanted by N. J. AM-FM. Base salary, commission & excellent fringe benefits. Car essential. Send resume & current earnings. Box B-105, BROADCASTING.

Number one sales position—established billing available. Successful single market Indiana. Young man, married, educated, community minded, cooperative. Box B-182, BROADCASTING.

Radio time salesman-announcer. Small market station, big market salary. Send complete info in confidence. No references now. Box B-171, BROADCASTING.

Go with a winner! Write KVON, Napa, Calif.

Sales—help!! Would you like generous starting wage—plus—20% commission—chance for management? No collect calls. no resumes, just you in person, at your expense. Contact Tom Armshaw WPET radio, P.O. Box 950, Greensboro, North Carolina, 919-275-4464, 6 to 7 PM only.

### Sales—(cont'd)

Top rated station, outstanding market acceptance, seeks young aggressive man experienced in radio sales. If you have a proven sales record and are willing to work hard, enjoy the challenge of working for a station that offers you the opportunity to progress according to your own ability, to sell professionally, live in a beautiful area, with excellent living conditions. Money commensurate with ability and experience. Send resume and picture to: Don Foutz, WROV Radio, Roanoke, Virginia 24015.

#### Announcers

MOR morning or afternoon man. Experienced only. Mature. Major university town in Northeast. Box M-175, BROADCASTING.

Hard working contemporary music personality to work in 180M southern market. Salary open. Send resume and tape to Box A-360, BROADCASTING.

Great MOR station, strong on personality and news dominance seeks creative, mature, appealing announcer. Tight production, fine city in the west. Radio with excellence, beautiful place to live. Send tape and resume to Box B-72, BROADCASTING.

Announcer-salesman. Send complete info in confidence. No contact with your boss; no refs needed. Fine medium market operation; good pay, working conditions. Box B-91, BROADCASTING.

Morning man for MOR midwest 5 kw—good on production—some TV also—right salary for right man. Send picture, resume, and references to Box B-174, BROADCASTING.

Announcer-professional delivery; good voice; production ability preferable. Morning shift. Top salary-fringe for right man. Central Arkansas. Send resume and tape to Box B-198, BROADCASTING.

The Southwest's top "beautiful music" station is adding to its permanent staff. Five years top fifty market experience required. Maturity and sophistication essential. Salary and working conditions above average; climate sensational. Send resume and photograph with tape to Box-219, BROADCASTING.

Equal opportunity station east needs smooth, mature jock to handle top 40 all night show. Fringe benefits with top chain. Salary requirements and tape needed. Box B-222, BROADCASTING.

Ambitious announcer to become salesman-newsman. Unlimited potential. Your income automatically reflects your success. Midwest. Box B-236, BROADCASTING.

Afternoon drive dj to serve as chief announcer. Top 40. Experienced with stability and record of success. Base \$215.00 weekly to start Good hop market. Send tape, current picture and references. Box B-238, BROADCASTING.

Good opportunity for versatile disc jockey . . . 10,000 watt station . . . medium market. Rush tape, photo, resume Box B-243, BROADCASTING.

Experienced announcer needed immediately. Good shift. Fine station. Send tape, resume now. WASA, Havre de Grace, Md. 21078.

Immediate opening—mature, professional announcer for afternoon MOR format and occasional TV work. Send tape, picture and resume to Program Director, WBAY Radio, Green Bay, Wisconsin 54301.

Mature announcer wanted for afternoon shift on adult MOR radio. Also chance for some TV work, \$120 for 40-hour week to start. Send tape, resume and picture to WCOV, Box 2505, Montgomery, Ala.

### Help Wanted

#### Announcers—(Cont'd)

Chicago suburban: 1st class. Complete information and tape to WEAW, Evanston, Illinois.

Experienced announcer—dj with background in production. Suburban north Jersey station. Tape and resume to WERA, Plainfield, New Jersey.

Our production manager has been promoted within our 7 station chain. Replacement should have 1st class ticket, ability to create hard sell commercial copy, administrative ability, short air trick. In return we offer security, insurance program, retirement plan, paid vacation, opportunity for advancement and salary commensurate with experience and ability. Send resume, tape, photo, immediately to Bob Todd, WGBE, 4800 E. Raymond St., Indianapolis. Personal interview at our expense a must.

Announcer—1st phone seeking opportunity for advancement wanted for this newly acquired Airmedia station. Must be capable of maintenance on AM & FM, good announcer. Can grow with Airmedia station. Send tape and resume to Hudson Millar, WIRA, Fort Pierce, Florida.

Needed one announcer experienced in play-by-play. Good working conditions, salary negotiable. Call John J. Bailes, Gen. Mgr., WJAT, Swansboro, Ga., 912-237-2011.

First phone announcer needed by WLMD, Laurel, Md. Within 20 miles of Washington and Baltimore. Middle of the Road format. Day shift. Permanent position. Send tape and resume to Thomas S. Carr or call 301-776-5500.

1st phone morning man, good on production for award winning modern C&W station in good midwest market. Phone 608-257-0756, ask for P.D.

1st phone announcer needed for Ohio daytimer, \$125 or more for qualified man. Call Bill at 614-335-0941, days or evenings.

Immediate opening for experienced announcer with first phone for night shift. Network MOR station. Call Manager at 318-442-6611.

Number 1 station in competitive market seeks experienced pro for daily air shift and excellent production. No screamers! Chain station offers employee benefits, incentive raises, personality promotion, and you feel at home. Call Jerry at 315-782-6540.

### Technical

Director of engineering needed for group of three stations. Good salary for experienced man. Box B-252, BROADCASTING.

Immediate opening, midwest group, for eager young engineer who would like to help construct complete new studios. Will work with experienced chief. If can qualify, will become No. 2 man. Rush reply immediately to Box B-253, BROADCASTING.

First phone man for transmitter, no announcing. Will train beginner. Station WAMD, Aberdeen, Md.

Experienced or inexperienced transmitter technician with 1st class license. Immediate opening with group station. Company paid hospitalization, major medical and pension plan. Write WARM, Scranton, Pa. or call collect Mr. Morgan, 717-346-4646.

Baltimore—1st phone studio maintenance engineer to double as news announcer with CBS station. WAYE, call Ron Smith 301-727-6249.

## TECHNICAL—Continued

Immediate opening—experienced engineer for established fulltime AM, single station market adding FM. Almost new equipment throughout, short announcing shift required. Heavy tourist resort area offers unlimited freelance Marine radio opportunities for supplementing salary, if interested. Year round activities if you're a sportsman. Salary open, contact General Manager, WCBY Radio, Cheboygan, Michigan.

Immediate opening for chief engineer, light air work, must be capable of installing and maintaining 1 kw AM and Class C FM operation. Starting salary \$8,000, send tape & resume to Charles Witt, WDEN Radio, Macon, Ga. 31201.

Immediate opening in top AM-FM, Atlanta. 1st phone, with maintenance experience. No board work. Send resume to Technical Director, WQXI, Atlanta, Georgia.

## NEWS

News director for midwest radio and TV in community under one hundred thousand. These regional stations have excellent new equipment. Mature, well organized, creative applicants with journalism degree and newspaper or broadcast experience send complete resume and photo to Box A-230, BROADCASTING.

Experienced on-air news director needed by southern California contemporary station to expand and manage department. Send resume, tape, and photo to Box A-341, BROADCASTING.

Major radio network newsroom in New York must quickly have top grade experienced Broadcast writer, preferably with tape, production experience. Reporting, air experience welcome additions. Salary commensurate with background ability. An equal opportunity employer. Box B-135, BROADCASTING.

Newsman . . . with experience, or potential. Radio-TV news department, upper south. Chance to grow, 6 person department, pleasant living area. Resume and salary requirements to Box B-138, BROADCASTING.

Wanted—newsman for sunny southern California. Must have good voice, read well and do rewrite Top money. Send Box B-200, BROADCASTING.

Top rated TV news operation needs all around newsman. Will consider radio experience. Excellent opportunity with growing group. All color NBC affiliate in midwest. Box B-253, BROADCASTING.

Newsman—top news operation, accent local news, state capital coverage, 2 mobile units, information network, flagship station of 6-market group. Aggressiveness and know-how a must. Send tape and resume first reply, immediate opening. Salary open. Contact News Director, KFOR, Lincoln, Neb.

Take charge newsman for top contemporary station. Responsible for complete news department. Salary plus percentage of news revenue. Resume and tape to Gary Guner, KYSN, Colorado Springs, Colorado.

Newsman wanted immediately for Central Florida's top station. Should be experienced in gathering, writing, and on-air reporting. Phone Bob Raymon, News Director, 305-241-1491, WDBO, Orlando, Florida.

Suburban New York station needs newsman to round out its energetic news staff. Must be able to gather, write & broadcast. Heavy emphasis on local news. WLNA, Peekskill, N. Y.

News announcer for upstate NY station. Some exp. in news field. To write and air news. Great oppy for advancement within a "group." Send tape and resume to Box 5700, New York, New York 10017.

## Production—Programing, Others

Gal Friday. Gather and write news, write good commercial copy, voice with seductive qualities. Good pay, successful small market AM-FM stations. Box B-92, BROADCASTING.

N. J. station needs PD who can handle production & short air shift. Send tape, resume & salary requirements first letter. Box B-106, BROADCASTING.

Country music program director experienced in modern format Nashville radio, skilled in copywriting, creative programing, hard production commercials. Send qualifying info, personal data & samples of production to Box B-147, BROADCASTING.

## Production—Programing, Continued

Wanted radio pro for forty hour board and production shift. Only experienced adult, mature person should apply. Need for Florida based AM FM stereo operation. Apply to Box B-150, BROADCASTING.

News reporter-commercial copy writer. Pleasing voice, man or woman. Successful small market AM-FM radio stations. Good pay, working condition, Box B-172, BROADCASTING.

You don't have to be a good MOR jock to be a good MOR program director. If you know MOR programing and can run the program department at NY metro area MOR powerhouse, you may be man we want. You may now be PD, operations manager, or even a jock. Requirement is a feel for modern MOR programing and how to make it function. Your chance to work with pros and pro equipment in suburban NYC may be waiting at Box B-244, BROADCASTING.

Due to promotions 50,000 watt, top rated, contemporary station is looking for someone to do good production, commercials, and airshift. Looking for someone that reads paper from front to back, possibly be funny and do something other than give time and temperature. Good pay, security, benefits, good working conditions, every third weekend off, send tape of production, airshift, resume, and picture to Larry Ryan, KEEL Radio, Box 7, Shreveport, Louisiana.

## Situations Wanted—Management

California station owners—general manager available—outstanding industry record. Will prove aggressive, creative radio television record. Box B-192, BROADCASTING.

Station in a rut? Announcer, 8 years experience, 3rd endorsed, 33, married, 2 children, strong on sales, production, ability. Have formula for a highly successful modern country format. Consider purchase. Ready for management. Box B-196, BROADCASTING.

On top in all phases of broadcasting. Seeking management. Twenty-three, married, \$225 plus annual percentage. 617-752-1798 or Box B-207, BROADCASTING.

Veteran radio-TV. Announcer seeks opportunity to learn management. Prefer small market, midwest with future prospect of running your operation for you. Box B-210, BROADCASTING.

Let a solid "dollars and cents" broadcast businessman run your station. As your manager, he'll bring you the benefits of over twenty years experience in all phases of radio, an overwhelming amount of know-how and an abundance of retail-oriented ideas. He has worked for agency and directly with retailers. Write or wire. Box B-230, BROADCASTING.

"Management team"—general manager/sales manager and operations manager . . . extensive experience in all phases of station operation, small, medium and large metro-markets. Individual and group operations. Excellent track record. Available after April one. Box B-242, BROADCASTING.

As station manager will increase revenue as your best salesman and offer aggressive sales direction. Increase station acceptance with 20 years uninterrupted experience, broadcaster thru station managements, Box B-251, BROADCASTING.

## Sales

Salesmanager/salesman to work under General manager. South, 12 years radio, excellent references. Available 60 days. Presently G.M. of directional AM in midwest market. Box A-354, BROADCASTING.

Assistant sales mgr. reached top in present market . . . number 1 biller looking for advancement 7 years radio, 27, married, 1st phone. Will relocate after March 1, prefer West Coast. Box B-214, BROADCASTING.

## Announcers

Negro R'n'B jock. First class license. Box A-362, BROADCASTING.

Sportscaster. Experienced. Superlative play-by-play. First phone. Some TV. Box B-23, BROADCASTING.

Aggressive, dj, announcer, NYC trained, dependable, thrd endorsed, ready to relocate. Box B-79, BROADCASTING.

## Situations Wanted

### Announcers—(Cont'd)

Disc jockey, newscaster, salesman, experienced, authoritative, aggressive, versatile, run tight board with thrd endorsed, dependable family man. Box B-81, BROADCASTING.

Eastern Pennsylvania, New Jersey — first phone announcer, five years experience, good news background, desires immediate position. Box B-108, BROADCASTING.

Announcer, dj, experienced, married, newscaster tight board, dependable, personable, not floater or prima donna, will settle down. Box B-113, BROADCASTING.

Announcer presently employed with top rated major market FM desires permanent position with stable well managed non personality FM or AM. Five years experience in good music programing, commercial production and news. Box B-151, BROADCASTING.

First phone combo: experienced, college, management potential, like? Box B-158, BROADCASTING.

Western states—#2 man or ?, program and news experience, proven salesman, first phone, family, eight years all phases, \$650 minimum telephone 801-393-1287 or Box B-178, BROADCASTING.

Announcer, dj, sales—seven years commercial experience. Prefer country/western or MOR format. Pleasant voice (no twang). Steady, reliable, family man. Now available with excellent references. Box B-187, BROADCASTING.

First phone. 7 years experience. Strong commercial delivery, news, and air work. Now doing MOR. Minimum \$175. Box B-191, BROADCASTING.

Talk or jazz or both, mature, experienced sharp wit, distinctive sound and personality. TV opportunities preferred, top 20 markets. Professional, creative, interesting. Box B-202, BROADCASTING.

Experienced announcer newscaster, authoritative, personable. Family man, not a floater. Box B-203, BROADCASTING.

1st phone—all formats—production, dj, copy, Sales! Married! Box B-204, BROADCASTING.

13 years experience in managerial, sales news, programing, sports play-by-play. Seeking advancement to major market. College. Family. First change in 9 years, no hurry. Not seeking just a job, but an opportunity. Box B-206, BROADCASTING.

Have: Lots of voices, personality, creativity, four years experience, college, 3rd. Want: Greater challenge, bigger paycheck, morning or all-night show. Box B-211, BROADCASTING.

About two years experience, some college, third phone, Box B-216, BROADCASTING.

DJ, tight board, solid news, commercials, third phone. Box B-217, BROADCASTING.

Bright fast talkin' 3rd., reads good, experienced, qualified—anywhere, exempt, 21, presently \$5,900, Detroit, Box B-220, BROADCASTING.

First phone announcer, 9 years experience, family, C&W or MOR. Experienced in all phases of programing. Box B-227, BROADCASTING.

Versatile, hard and/or soft sound, third-endorsed young, experienced, aggressive, entertaining jock now working C&W in major S. E. market. Looking to put my rock sound to work for S. E. medium or major market top 40 outlet. No floater. I love radio and hard work. Box B-231, BROADCASTING.

Attention southeast: first-phone announcer with ten years experience in all phases of radio . . . seeking position with future . . . Box B-232, BROADCASTING.

For the best telephone-talk personality in the U.S.A. write: Box B-235, BROADCASTING.

Attention cities by the sea: Talented disc jockey who can do everything . . . interviews, production, promotion, sales, news, management. 10 years experience. Am not excluding small market by the sea. Box B-240, BROADCASTING.

## Situations Wanted

### Announcers—(cont'd)

Top flight jock/salesman. Nine years experience. First phone, Box B-241, BROADCASTING.

Negro dj rhythm and blues oriented, seeks break, good voice, 3rd phone, willing worker. Box B-245, BROADCASTING.

Disc jockey—experienced; tight board, dependable, newscaster, authoritative, salesman, aggressive, versatile, creative, third endorsed. Box B-247, BROADCASTING.

Bright young announcer, tight board, draft exempt, single, seeks college town. Box B-250, BROADCASTING.

1st phone, Broadcast School graduate, 4 years experience. Military completed. Relaxed, smooth MOR style. Desire permanent position on Eve. or Mid shift with medium market station. Free to relocate, Bob Davis, 727 Monroe St., #203, Rockville, Maryland.

1st phone, experienced, versatile and available immediately. Bill Melton, 5165 Fountain, Los Angeles, Calif. 213-661-3504.

First phone, married. Top 40. Five years experience. Medium, metro market only. Draft exempt veteran. William. 218-722-8886, 741-2251.

Top 40 personality dj. 3rd endorsed, 2 years experience, 21, will relocate, prefer night shift. Bob Keitzell 412-225-4343.

Sports minded dj. New York Career Academy graduate. Third endorsed, prefer station with folk music format. Thomas Krum, 101 - 1st Ave., Kingston, New York. Phone 338-2867.

Negro, announcer, experience—Shelbyville, Indiana—317-398-6214.

Dependable dj with 3rd endorsed needs break into Pittsburgh or surrounding area. Call Stan (412) 621-8441.

Radio-TV announcer, college grad, 24, draft exempt. Seeking first position and eager to work hard. Free to relocate. Jim Blume, 12529 Elm, Blue Island, Ill. 60406, or call (312) 388-2172.

Recent announcing school graduate seeking first position in radio. News, MOR or light music. Single, military completed, third endorsed. Dependable, anxious to get started. Tom Waldron, 27 Richard Place, West Haven, Conn.

Broadcasting graduate, desires better position, news or music show. Now employed, Call 202-234-7029.

### Technical

Electronic technician with 1st phone desires week-end work within commuting distance of Trenton, N. J. Experienced—announcing or transmitter work. Box B-177, BROADCASTING.

Chief engineer, 27 years experience, AM, FM, directionals. No announcing. Box B-181, BROADCASTING.

Position wanted as radio engineer. First phone. Three year's experience. Box B-208, BROADCASTING.

First phone, college grad, large market experience, combo board maintenance, prefer West Coast. Box B-249, BROADCASTING.

### NEWS

Newscaster with background in two metropolitan area stations (one as news director). Mature, married, looking for permanent home at station with future. Also interested in TV or radio-TV operation. Experienced in gathering, writing, editing, interviewing, "on the scene" reports. Box B-186, BROADCASTING.

DJ, news, tight board, third endorsed, dependable, relocate. Box B-209, BROADCASTING.

Responsible radio newsmen seven years experience desires job with challenge. Degree. For tape, resume and pic, Write Box B-212, BROADCASTING.

## Situations Wanted

### News—(cont'd)

Your correspondent to anywhere in the world. Crack newsmen with major market experience. Available for free-lance work, June-September. Willing to go anywhere for a story. Single, college, best references. Box B-215, BROADCASTING.

Experienced sportscaster-newscaster available now. Play-by-play: baseball, basketball, football, hockey. News oriented for local news, interviews, remotes. Part-time sales. 3rd endorsed, draft exempt, hard-working, dependable, single, will relocate. Box B-224, BROADCASTING.

Heavy news/dj. Third endorsed, dependable, mature sound. Sales, tight board experience. 914 NE 2-1911.

Experienced news director/newsmen available immediately. 904-456-3547; 3 Audusson, Warrington, Florida 32507.

### Production—Programing, Others

Program director, operations manager—14 years experience, currently top 10 market—top 40 or middle of the road. Looking for solid station or group. Family man, excellent references. Box B-179, BROADCASTING.

Talented radio gal, excelling creative copy, traffic, sales. Star . . . own air show. Interested New Haven . . . Greenwich area! Box B-188, BROADCASTING.

College 2 years, 7 years combined radio, television production experience, mostly in directing, age 36 with some public relation sales background, seeking an opportunity to return to directing, production, programing, or sales department. Reply to Box B-189, BROADCASTING.

1st phone—production, copy, sales! Ambition: PD and eventual management! Box B-205, BROADCASTING.

Attention Los Angeles radio stations. Announcer on major market radio station in northeastern New York would like to relocate in Southern California in production—programing capacity. Married, 3rd endorsed. Box B-234, BROADCASTING.

Man 38, with ten years television and radio, sales, production air work . . . will relocate and consider all offers. Contact Mr. R. H., Box 9784, Pacific Beach, San Diego, Calif. Phone 488-6725.

## TELEVISION—Help Wanted

### Management

CATV System Manager. Construction beginning on new CATV system in attractive Ohio town. First of series for fast growing broadcasting company also with radio properties. Excellent growth potential—compensation commensurate with your efforts and results. CATV experience helpful, sales ability prime factor. Box B-66, BROADCASTING.

### Help Wanted—Sales

Experienced sales-oriented TV and radio sales manager for large market CBS affiliated stations located in East. Excellent opportunity. Base salary, plus incentive pay should place compensation \$25,000.00 plus range. Sales ability and sales management experience prime requisites. Applicants must furnish resume of experience. Box B-155, BROADCASTING.

Account executive with a proven track record in local sales wanted by a top independent UHF station in the top 10 markets. High commission vs. high draw. Box B-175, BROADCASTING.

New midwest UHF CBS affiliate needs energetic self-starter, looking for growth opportunity in local sales. Broadcast sales experience essential, TV sales desirable. Salary, commissions, fringe benefits. A chance for growth in earnings and career. Write or call Terry Lalley, KMEG, 7th and Floyd Blvd., Sioux City, Iowa, 712-277-3554.

CBS affiliate in a leading southeastern market needs experienced local/regional account executive immediately. Protected account list and excellent compensation plan. Fine opportunity for capable man. Write or call Ed Bissell, Local/Regional Sales Manager, WFBY-TV, Greensboro, N. C.

## TELEVISION—Help Wanted

### Announcers

Major VHF color CBS-TV affiliate needs immediate replacement for announcer entering service February 15th: Outstanding opportunity for "up and coming" performer in excellent community. Reply immediately to Box B-83, BROADCASTING, stating salary requirements in first letter.

Radio/television, all phases including programing, filming, news and weather. College—journalism. My wife and I would like to settle in pleasant medium market. Top references. Box B-170, BROADCASTING.

Announcer-for top 50 group owned station in Ohio. Must be versatile enough to handle all on-camera and booth duties, from kid's show to news. Right man can earn minimum \$11,000 yearly. Box B-228, BROADCASTING.

Experienced TV announcer chance for weather and news shows. Contact Barry Lillis. Medium Ohio market. 419-225-3010 (no collect calls).

### Technical

Assistant chief with heavy studio experience for Rocky Mountain ETV operation. Salary open. Send full resume to Box A-83, BROADCASTING.

CATV Chief Technician. Construction beginning on a new CATV system in Ohio, 35,000 people. First of series for fast growing broadcasting company also with radio properties. Key ground floor opportunity. CATV experience very helpful. Box B-65, BROADCASTING.

1st class engineers for operations, transmitter and maintenance. Midwest network VHF, medium market. Good place for family living. Send details, photo and salary requirements. Box B-76, BROADCASTING.

Experienced maintenance engineer needed for leading Northeast educational TV station. Send resume to Box B-96, BROADCASTING.

Maintenance supervisor—group operation, maximum power, color VHF. Advancement opportunity, midwest. Send resume and photo to Box B-218, BROADCASTING.

1st class engineer—Illinois, 125 miles north of St. Louis on the Mississippi river—for TV/radio, all color, all benefits. Outstanding city, college, population approximately 50,000. WGEM-AM-FM-TV, Hotel Quincy, Quincy, Ill. Write, wire, or phone Jim Martens. C.E., 217-222-6840.

Wanted immediately—TV engineer, first phone required. Studio operation and maintenance. Write Chief Engineer, WILX-TV, 1510 Springport Road, Jackson, Michigan 48204, or call 517-783-2621.

Studio engineer with first phone—permanent position. Contact Rav Kruezer Chief Engineer, WQAD-TV, 3003 Park 16th St., Moline, Illinois 61265.

Immediate openings for qualified technicians in all color station. Experience desirable. 1st class license required. Contact R. L. Renaud, Chief Engineer, WWJ-TV, 622 Lafayette Blvd., Detroit 48231, Phone (313) 222-2182.

Studio engineer—First class license, experience in operation and maintenance of 3 and 4 1/2" I.O. cameras, monochrome and color film chains, studio switching systems. TV Tape operator—solid electronic theory background to work in videotape duplication operation, night shift. Will consider recent trade school graduates. Opportunity to work toward college degree. Send inquiries to Personnel Division, Indiana University, Bloomington, Indiana 47401.

Opening for transmitter engineer and summer relief engineer in western Colorado. Write Carl Anderson, XYG Television Inc., Grand Junction, Colorado 81501.

### NEWS

News director for midwest radio and TV in community under one hundred thousand. These regional stations have excellent new equipment. Mature, well organized, creative applicants with journalism degree and newspaper or broadcast experience send complete resume and photo to Box A-231, BROADCASTING.

Midwest NBC television affiliate needs news reporter. "Prima Donnas—forget it." The man we want will be real—resourceful—reliable. Reply with full resume to News Director, Box B-125, BROADCASTING.

## TELEVISION—Help Wanted

### News—(cont'd)

Top rated all color news operation needs reporter-writer-photographer-announcer in form of 1 man. Will consider radio experience. Member of growing group operation in medium midwest market. Box B-167, BROADCASTING.

Expanding news operation in the nation's 34th market is seeking a competent TV journalist with authoritative on-camera delivery. The man we are looking for must have credentials as a news broadcaster and must be able to develop his own stories for newscasts and documentaries. Send tape and resume to News Director, Box B-168, BROADCASTING.

Top rated TV news operation needs all around newsmen. Will consider radio experience. Excellent opportunity with growing group. All color NBC affiliate in midwest. Box B-254, BROADCASTING.

Experienced TV news photographer needed. Should also be familiar with processing. Contact Earl Green, News Director, WTVN-TV, 753 Harmon Ave., Columbus, Ohio.

### Production—Programing, Others

Radio-TV sports director for major southeastern market. Radio play-by-play, football and basketball. TV sportscasts. Unusual opportunity for ambitious, qualified man. Send resumes, salary requirements, picture. We'll contact you for tapes and audition if you look like right man. Box A-313, BROADCASTING.

Combined TV-FM-AM station in Iowa needs 1st class technician for either operations or maintenance. Previous experience not essential. Box B-29, BROADCASTING.

Major market VHF independent needs a producer/director who can do his own switching. He must be young (22-28), energetic, creative, and to be able to follow through on assignments with exacting details. Must be familiar with video tape editing techniques, including the use of A/B rolls, special effects, etc. The man we seek is an organizer who can get the job done efficiently and maintain quality. Completely new Studio Control and Master Control Area now being installed. A knowledge of color would be helpful. Box B-194, BROADCASTING.

Continuity writer for Illinois CBS full-color station. Will be responsible for directing present staff of writers and up-grading our local continuity. Previous TV copy experience a must. Resume, salary requirements, and copy samples to Box B-225, BROADCASTING.

Operations director for new UHF in sportsman's paradise, Fond du Lac, Wisconsin. Start May 1. You'll train necessary personnel to put us on air August 1. Excellent pay, ideal living, an exciting creative challenge for sharp production man. Send resume and snapshot to Will Darch, KFIZ-TV, Fond du Lac, Wisconsin.

### Situations Wanted—Management

UHF station manager interested in joining top rep firm. Experienced all phases, programing, sales promotions. Box B-144, BROADCASTING.

Television station manager available soon. Twenty years successful station management, programing, sales, and operational experience. Impressive record. Box B-184, BROADCASTING.

Program manager currently employed desires relocation to West, Midwest or Southwest. Exceptional experience. Excellent references. Box B-185, BROADCASTING.

TV/radio general manager, experience all phases TV, radio, advertising. Looking for challenge and long association. Resume available. Call or write: Kenneth D. Caywood, 319 Lincoln Park Blvd., Dayton, Ohio 45429, (513) 299-4495.

### Sales

Free-lance/sales presentations — New York professional will create research-oriented pitches that sell. Easels; slides; booklets; flyer. Write to Box B-180, BROADCASTING.

## TELEVISION—Situations Wanted

### Technical

20 years technical experience—FM-AM-DA, television, CCTV. Construction, installation, operation, maintenance. Desires supervisory position in state bordering Lake Superior. Box B-176, BROADCASTING.

### Situations Wanted—News

Professional writer, strong personality and editorial specialist wants metropolitan opportunity. Degree, multiple-awards, experience all media. Frequent net-feeder. Employed. Box A-299, BROADCASTING.

I'm trapped, frustrated as assignment editor in top six market. I want to return as news director at a station where I can use my 14 years news director experience. Can film, edit, write and air, sponsor getting, award winning newscasts and documentaries. Excellent recommendations. Box B-195, BROADCASTING.

Responsible TV-radio newsmen seven years experience desires job with challenge. Degree. For tape, resume and pic. Write Box B-213, BROADCASTING.

On-air news director, 36, seeks larger market. Ten years in TV, last five as news director. Produced award winning documentaries and editorials. Can handle all 16mm equipment. News policy published in "Television" February 1965. Arthur Johnson, 4521 Avalon, Lawton, Oklahoma 73501, 405-355-8985.

### Production—Programing, Others

Management potential . . . Engineering and production experience in major market. Business degree. Desire position direction, or other programing duties, with medium or small market station. Box B-115, BROADCASTING.

Creative minority group beginner wants chance as TV producer—director—operations trainee. College graduate with African experience and contacts. Just wants chance to prove ability and talent. Box B-118, BROADCASTING.

Television program manager with valuable sixteen year record, available in March. Can successfully analyze, coordinate, and implement a highly competitive, creative television program department. Box B-182, BROADCASTING.

University television instructor with commercial, educational, and consulting experience in station management, programing, sales, and production. Desires association with large television operation or educational institution. Box B-183, BROADCASTING.

Creative TV producer/director with heavy experience videotaping productions, remotes, music scoring, desires position with production center or station. Box B-190, BROADCASTING.

Bottom rung TV artist seeks move up. Photo, and production background. Box B-239, BROADCASTING.

Have gun—will travel! Trailing partners with good spread, savvy TV executive, pearl-handle 45er, notched for experience in management, creation, production, direction, budgets, liaison. Spread can be industrial, advertising agency, package, medical, scholastic, etc. Moneybelt holds average 18-22 big ones yearly and that ain't hay. This cowboy sits well, shoots straight, rides tall in saddle. Hankerin to roundup gabfest. Box B-248, BROADCASTING. P.S. Don't let lingo lasso-U, actually talented good-guy Eastern dude.

### WANTED TO BUY—Equipment

We need used, 250, 500, 1 kw & 10 kw AM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Wanted: guyed or self-supporting tower 610 ft. Capable of supporting 12 bay hi-band pedestal mount antenna and 6 bay FM antenna and related equipment. Minimum 40 pound wind load. Contact William A. Ekberg or Ivar Nelson, KFYZ-TV, Bismarck, North Dakota, telephone 701-223-0900.

## FOR SALE—Equipment

Coaxial-cable—heliac, styroflex, spiroline, etc., and fittings. Unused mat'l—large stock—surplus prices. Write for price list. S-W Elect., Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

New and used towers, copper wire for ground systems, etc. Nationwide service. Associated Tower Service. (301) 593-6887.

For sale: must move, real buy on known brand 5-kw AM transmitter. Box B-99, BROADCASTING.

FTR 3 kw FM transmitter \$2,000.00. General Electric BM-1-A FM monitor \$300.00. Approximately 270 feet of 1 1/8 inch rigid coax line \$500.00. Andrew 4-bay FM antenna with brackets \$1,370.00. Westinghouse FM-10 kw FM power amplifier in factory packing never been used \$5,000.00. Dolittle FD-1-AM frequency monitor \$300.00. Altec 230B console \$800.00. Contact Richard Neill—WGKA—Suite 1910, 230 Peachtree St., N.E., Atlanta, Ga. 30303.

Scully tape recorders, will take trade and finance, Audiovox, Box 7067-55, Miami, Florida 33155.

Audio consoles complete with re-recording equalizers, compressor, three outputs including combining networks. Complete control facilities, patch board included. Other assorted audio equipment all in good condition. 212-PL 7-8855, Box B-154, BROADCASTING.

For sale . . . two (2) 1TA 10 kilowatt finals . . . in good condition . . . presently on the air . . . practically not outage time . . . completely re-built . . . will install to your driver . . . reason for selling, going to higher power. Reasonable. Box B-193, BROADCASTING.

TK-26 color film chain. Has separate centering supply, includes processor, shading amp, colorplexer with carrier balance and aperture/corrector. TM-6 monitor & two WP-15 power supply. Available soon. Asking 8,000. Box B-221, BROADCASTING.

Two 4CX1000A tubes for Collins 1 kw FM. Tubes new-never unpacked. Large discount, immediate, guaranteed. A. W. Kramer, Consulting Engineer, Rt. #1, DeFuniak Springs, Florida. 904-894-8041.

TK26 Color Film Camera available, ideal for low budget color. Contact Jim Lockerd, Chief Engineer, KSWO-TV, P. O. Box 708, Lawton, Oklahoma, 355-7000.

Ampex PR-10 full track, 7 1/2-15 ips, portable case, instruction book, \$495. Immediate delivery. Precision Audio Service, 1720 S. 13th Street, Goshen, Indiana 46526, 219-533-3027.

Gates spot tape ST-101, with extra tape, like new \$275.00. Ray Sherwood, WMRO, Aurora, Ill. 60506.

For sale—Gates 10-watt FM transmitter, model BFE-10A. Driver stage to final needs rebuilding. Frequency 91.5 mHz. \$199 plus shipping WECI, Box 630, Earlham College, Richmond, Ind. 47374.

Very clean 1 kw AM transmitter. Call 703-768-3253. (Call but not collect.)

## MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books. Atlantic Beach, N. Y.

Deejays! 6000 classified gag lines, \$5.00. Comedy catalog free. Ed Orrin, Boyer Rd., Mariposa, Calif. 95338.

"365 Days of laughs"—daily radio gag service—may be available in your market. Sample a month! \$3.00. Box 3736, Merchandise Mart Sta., Chicago 60654.

Announcer tapes your copy inexpensively. Free demonstration. Radio Recording Productions. Box 13, Edgemont, Pennsylvania 19028.

## INSTRUCTIONS

FCC License and Electronics Degree courses by correspondence. Also, resident classes in Washington, D. C. Free catalog. Desk 8-B, 1505 N. Western, Hollywood, California 90027.

## INSTRUCTIONS—(Cont'd)

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veteran's Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The nationally known six-weeks Elkins Training for an FCC first class license. Conveniently located on the loop in Chicago. Fully GI approved. Elkins Radio License School of Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Radio License School of Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class License schools. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veterans Training. Elkins Radio License School of New Orleans 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Announcing, programing, production, news-casting, sportscasting, console operation, disk jockeying and all phases of Radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own, commercial broadcast station—KEIR. Fully approved for veterans training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

Since 1946. Original course for FCC first class radio telephone operators license in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Enrolling now for April 10-June 26. For information, references and reservations write William B. Ogden Radio Operations Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California).

Are you tired of low pay and bad weather? Come to sunny Sarasota and train for your First Class Radio Telephone License in only (5) weeks. Total tuition \$350.00. Job placement free. Rooms & apartments \$10-\$15 per week. Classes begin Mar. 11, April 15, May 20. Call 955-6922 or write today—R.E.I., Inc., 1336 Main Street, Sarasota, Florida.

R.E.I. in the center of the U.S. can train you for the First Class Radio Telephone License in only (5) weeks. Total tuition \$350.00. Job placement free. Rooms & apartments \$10-\$15 per week. Classes begin Mar. 11, April 15, May 20. Call WE-1-5444 or write 3123 Gillham Road, Kansas City, Missouri.

"Yes it's New" R.E.I. at 809 Caroline Street, Fredericksburg, Virginia. But it's R.E.I.'s famous (5) week course for the 1st Phone License that makes it dependable. Call 373-1441. Tuition and class schedule is the same for all R.E.I. schools.

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Texas	metro	VHF TV	1MM	nego	Calif.	metro	VHF	1.2MM	SOLD
M.W.	metro	AM&FM	200M	29%	South	major	daytime	165M	nego



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**T**HERE'S talk in Hollywood that Warner Bros.-Seven Arts is passing by television and, instead stacking all its chips on theatrical motion pictures. The gossip is based on an observation made by Ken Hyman at a news conference last August. Speaking from a dais on a period set in Warner's stage I, the then 38-year-old, curly haired Ken Hyman—newly installed as head of production for one of Hollywood's most historic and important studios and as different from the movie moguls of the past as John F. Kennedy was from Grover Cleveland—told the motion-picture-oriented news media of Southern California that W7 must be in television, but assured them that theatrical motion pictures would come first.

And in the six months of his reign as studio boss, movies have come first to the virtual exclusion of television.

Yet there's television in W7's future just as sure as there are popcorn machines in movie theaters. Seven Arts is a company that television built. Warner Bros. is the studio that put ABC-TV in film programming. As a merged operation, W7 is committed to producing all forms of entertainment product, from records to Broadway shows. Realistically, television and motion pictures are inseparable in the company's plans. "Television would suffer greatly without motion pictures; the movie companies would go down the drain without television." Ken Hyman pointed out the other week.

Television and movies going together like dollars and cents always has been the business philosophy of Seven Arts Productions Ltd., which grew out of the purchase in 1946 of 200 Monogram feature films for resale to television. As recently as fiscal 1966, the year the Warner Bros. acquisition began developing with the purchase of 1,573,881 shares, or 32.2% of common stock outstanding, from Jack L. Warner and related interests for \$31,477,220 (\$20 a share), Seven Arts derived 84% of its total revenues from TV distribution.

**Seeing the Trend** ■ Eliot Hyman, now board chairman and chief executive officer of W7 and father of Ken Hyman, was the astute businessman who bought that block of movies in 1946 for television long before feature films as a commodity for resale was given serious consideration by major traders. Convinced that the taste of the public, as it had for 40 years previously, would run to feature films, he parlayed his movie buy into Associated Artists Productions. The TV distribution firm founded in 1949 was the forerunner to Seven Arts Productions Ltd. (which started in 1961) and the place where Ken Hyman was exposed to valuable administration and sales experiences.

The younger Hyman, fresh out of the Marine Corps in 1951, started to learn

## W7 sees bright future ahead for television

the film business from the bottom rung up. Film cutter, booker, distributor, assistant director, commuting between Hollywood and New York, he learned by doing. He built a reputation largely in the motion-picture business as a production supervisor and then as an expert in packaging feature films.

As the movie-production field broadened in scope, Ken Hyman became a globe-trotter. He produced horror pictures for Hammer Films in London and when Seven Arts opened a European production division, he produced "Gi-

got," starring Jackie Gleason, in Paris.

By 1962, he was a fully matured production executive ready to break out on his own and make waves. "The Small World of Sammy Lee," "The Hill," "The Dirty Dozen" and "What Ever Happened to Baby Jane?"—credits that few would mumble—all bore his production stamp. They proved him a genuine talent, a man of achievement on his own as an independent.

Not that Eliot Hyman's Seven Arts wasn't also involved in movie production. In 1962 and 1963 alone it turned out 27 motion pictures, releasing them through various major film companies. But from the start what Seven Arts really was all about was buying feature-film packages from motion-picture companies for what it felt were realistic prices and then distributing this product in such a controlled way as to guarantee the greatest number of sales and the highest profits from each transaction. As a result of knowing how much to pay, how to release and what to charge, Seven Arts by last summer had grown big enough to swallow Warner Bros.

With his latest picture, "The Dirty Dozen," knocking them dead at the box office, Ken Hyman was a natural choice to call the production shots at the merged studio. He's movie-oriented, no question. Does that dim television's future at W7?

**Keeping Control** ■ Ken Hyman doesn't play the horses, thinks the gambling in Las Vegas is for suckers. But he likes to play cards because in that form of gambling some sort of control is possible. Television production these days, obviously, is the biggest kind of gamble. Ken Hyman is convinced the way the game stands now the odds are all in favor of the networks. He'll have nothing to do with deficit financing of shows just to get them on the network and keep W7's 26 sound stages humming. He's willing to risk being buffeted by the winds of chance and change, but not willing to allow anyone else to be the master of the company's fate.

Ken Hyman is listening to network proposals, eager to hear more and ready to accept ones that make economic sense in his view. Meanwhile, he's grateful for the company's lone network production, *The FBI*, a joint venture with QM Productions on ABC-TV, an inheritance from Warner.

The way Ken Hyman sees it, W7 "is just not a banker." The company is anxious "to do anything that is creative and makes business sense." Also apparent is his appreciation for the challenge of running an operation that encompasses all that is exciting and meaningful for him—finance, literature, music, art, manufacturing, merchandising and selling.

## WEEK'S PROFILE



Malcolm Kenneth Hyman—executive VP in charge of worldwide production, Warner Bros.-Seven Arts, Burbank, Calif.; b. Dec. 11, 1928, New York City; corporal, U. S. Marine Corps, 1949-51; film cutter, production supervisor, booker, distributor, assistant director, sales executive 1952-57; executive VP, general sales manager, Associated Artists, distributor of feature films to TV, 1957-59; production executive in London for Hammer Films' 'The Hound of the Baskervilles,' 1959; produced 'The Terror of the Tongs' for Hammer Films-Columbia Pictures, 1960; produced 'Gigot' in Paris for Seven Arts-20th Century-Fox, 1961; executive producer of 'What Ever Happened to Baby Jane?' for Warner Bros., 1962; produced 'The Small World of Sammy Lee' in England for Seven Arts, 1963; VP, Seven Arts Productions, 1964-67; produced 'The Hill' for Seven Arts, 1964; produced 'The Dirty Dozen' for MGM, 1967; executive VP in charge of worldwide production, Warner-Bros.-Seven Arts, 1967-present; m. Caroline Godman of London, March 1, 1964; children—Greg, 11, Kate, 10 (by former marriage), Michael, 2½.

Rate making

**T**HE Block Drug Co. cannot be faulted for trying to get more for its television money by asking stations to accept paired 30-second commercials for unrelated products at the one-minute rate, as a CLOSED CIRCUIT item in this magazine reported last issue. But stations will only create trouble for themselves if they take the business.

Like it or not, the 30 second commercial is destined to be a standard form, and it is worth more than half the price of a 60-second commercial—just as a half-page of advertising in a magazine is worth more than half of the full-page rate. Stations would be well advised to set firm 30-second rates now and stick to them.

Anybody's forum?

**R**ECENT actions and statements by key members of the House Commerce Committee bespeak a condition of legislative disarray. Little may be expected from that committee, in its present composition, in the way of constructive legislation pertaining to broadcasting.

The committee, it now becomes clear, is led by a chairman whose principal interest in communications affairs is to assert his authority over the FCC. In the first session of this Congress he stopped the FCC from making final an approval of pay television. Last week he lambasted the agency for deciding against adoption of tighter multiple-ownership rules. A couple of years ago he conducted hearings on CATV regulation and then did nothing at all.

It is difficult to know where Harley O. Staggers stands on any substantive question affecting radio and television. But there is no doubt that he believes that the FCC should be subservient to him and his committee. "The FCC," he said last week, "seems to have forgotten its role as an agency which is directly accountable to the Congress."

A chairman of such parochial attitude is susceptible to manipulation by junior colleagues and his staff. It is entirely possible that the obscure Democrat from one of the less progressive districts of West Virginia, now propelled to the Commerce Committee chairmanship by the House seniority system, will indeed bring up for serious consideration the ill-considered and unrealistic legislation that some anti-broadcasting members of his committee have submitted.

The bill introduced a fortnight ago by Representatives John Dingell (D-Mich.) and John Moss (D-Calif.) to empower the FCC to set prices of station sales and to throw all transactions open to hearing would drive prudent broadcasters out of the business (assuming they could sell at all) and keep prudent investors from entering it. If Messrs. Dingell and Moss wish broadcasting to become the property of fools, they have written the prescription.

The bill simultaneously introduced by Representatives Dingell, Moss and Richard L. Ottinger (D-N. Y.) to regulate television networks would make networking at least as unattractive an enterprise as the Dingell-Moss version of station ownership. As reported in detail in this magazine last week, the Dingell-Moss-Ottinger concept would strip networks of all equities except their permissible quota of owned stations, which of course would be depressed in value by the Dingell-Moss station-trading bill.

This kind of destructive legislation would never even get a hearing in a committee that was responsibly led. Granted the unlikelihood of its ever being accepted by the whole House, the Dingell-Moss-Ottinger legislation will tell much about the Commerce Committee if it goes to hearing.

Shoo fly

**N**EARLY a year has passed since we editorialized on the astonishing performances of the FCC's fledgling commissioner, Nicholas Johnson. The 33-year-old bureaucrat has used every springboard available to make headlines and is easily the most avid publicity-seeker in the FCC's history covering a whole generation.

While we haven't editorialized we have reported his dissents in broadcast matters (in which he often has used invective in lashing out against his colleagues of the majority) as well as portions of his painfully frequent public utterances that our editors have construed newsworthy.

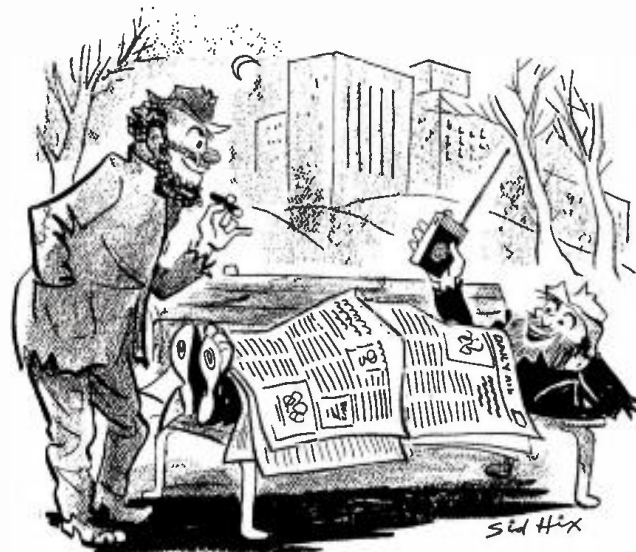
Mr. Johnson, who has boasted about the discomfiture he caused those identified with the merchant marine during his two-year tenure as maritime administrator and which hastened his departure from that agency, is in the grease again. He is stuck with a performance in a 20-minute promotional film underwritten by the National Cable Television Association.

Mr. Johnson is quoted as having admitted—after seeing the film—that it was "wholly inappropriate for a public official" to have been party to this promotion, and he implied that he hadn't been given the promised opportunity to review the film segments in which he was to appear.

It was not only inappropriate but rather stupid, particularly for a graduate lawyer. The fundamental question of FCC jurisdiction over CATV is before the nation's highest court. The film in which Mr. Johnson appears as an advocate also made him the star. The commissioner appeared in five separate film segments or voice-overs for a total of five minutes. The entire \$50,000 promotional film ran 20 minutes.

When Mr. Johnson took office on July 1, 1966, there probably was the notion at the White House that it might be refreshing to have a gadfly on the seven-man FCC. A gadfly bites cattle. Nick Johnson evidently bites anybody, including his fellow commissioners.

The right of dissent is imbedded in our system of government. But to dissent and disparage experienced colleagues in areas in which he's a neophyte is bad judgment, bad politics and even bad public relations.



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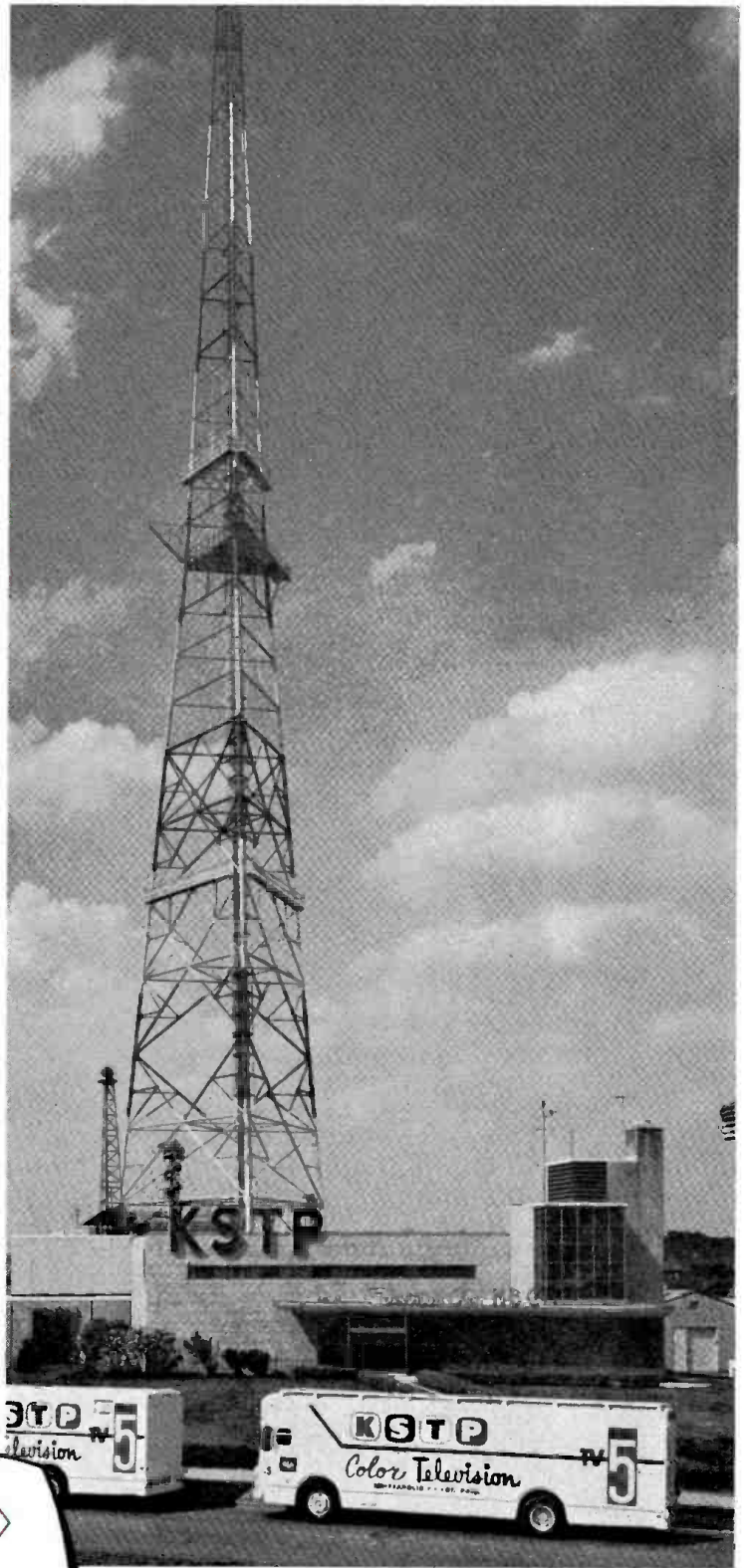
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